

NEW ADVENTURES IN WONDERLAND



No. 10  
JULY-AUGUST

10c

# Alice

ANC

*Topsy-Turvy Surprises!*  
The  
**LOST RAG DOLL**

*Sweet Treat!*  
**ROCK-CANDY  
MOUNTAIN**







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# Alice in Puzzleland

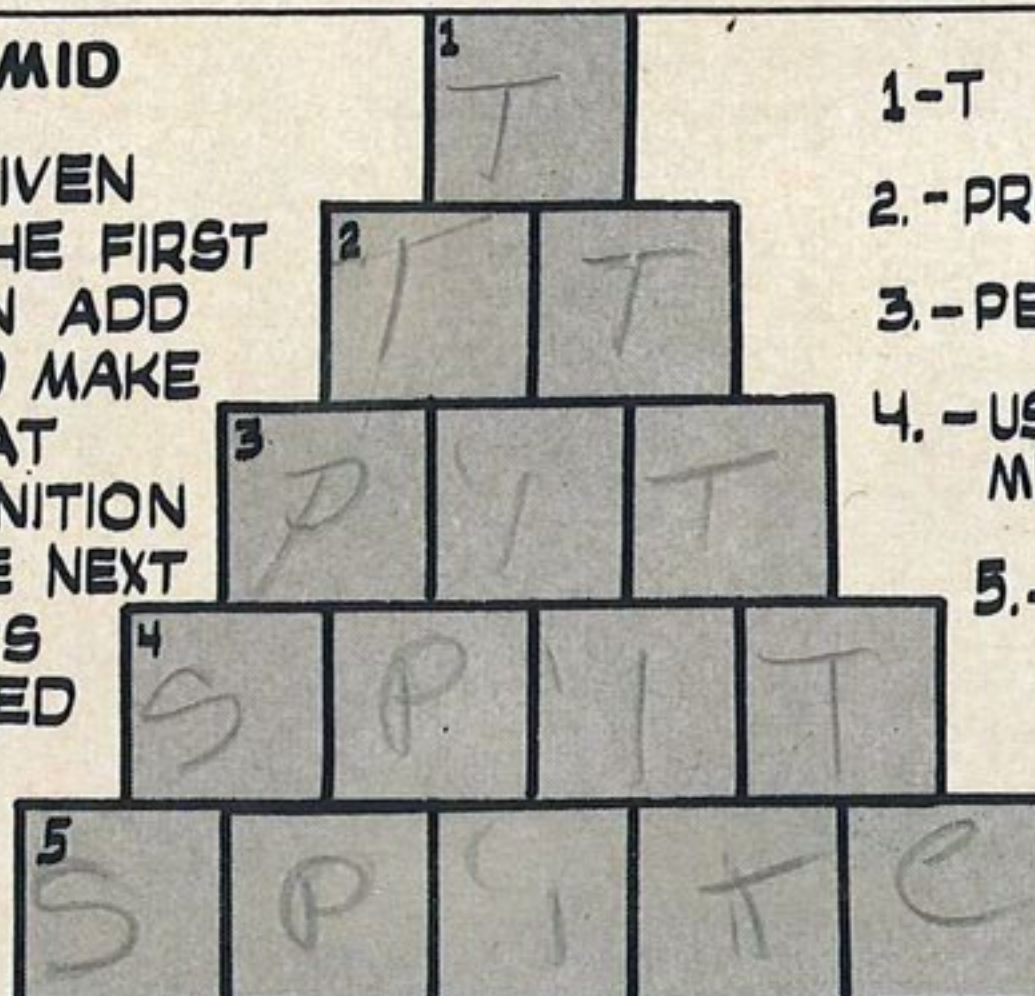
Davy Berg

LET'S DRAW A CAMEL FROM A LIMA BEAN.



## WORD PYRAMID

WRITE THE GIVEN LETTER IN THE FIRST SQUARE. THEN ADD A LETTER TO MAKE A WORD THAT FITS THE DEFINITION GIVEN FOR THE NEXT ROW. LETTERS CAN BE ADDED AT EITHER END.



- 1-T
- 2.- PRONOUN
- 3.- PEACH SEED
- 4.- USED TO ROAST MEAT.
- 5.- TO ANNOY OR GET EVEN

ANSWERS BELOW

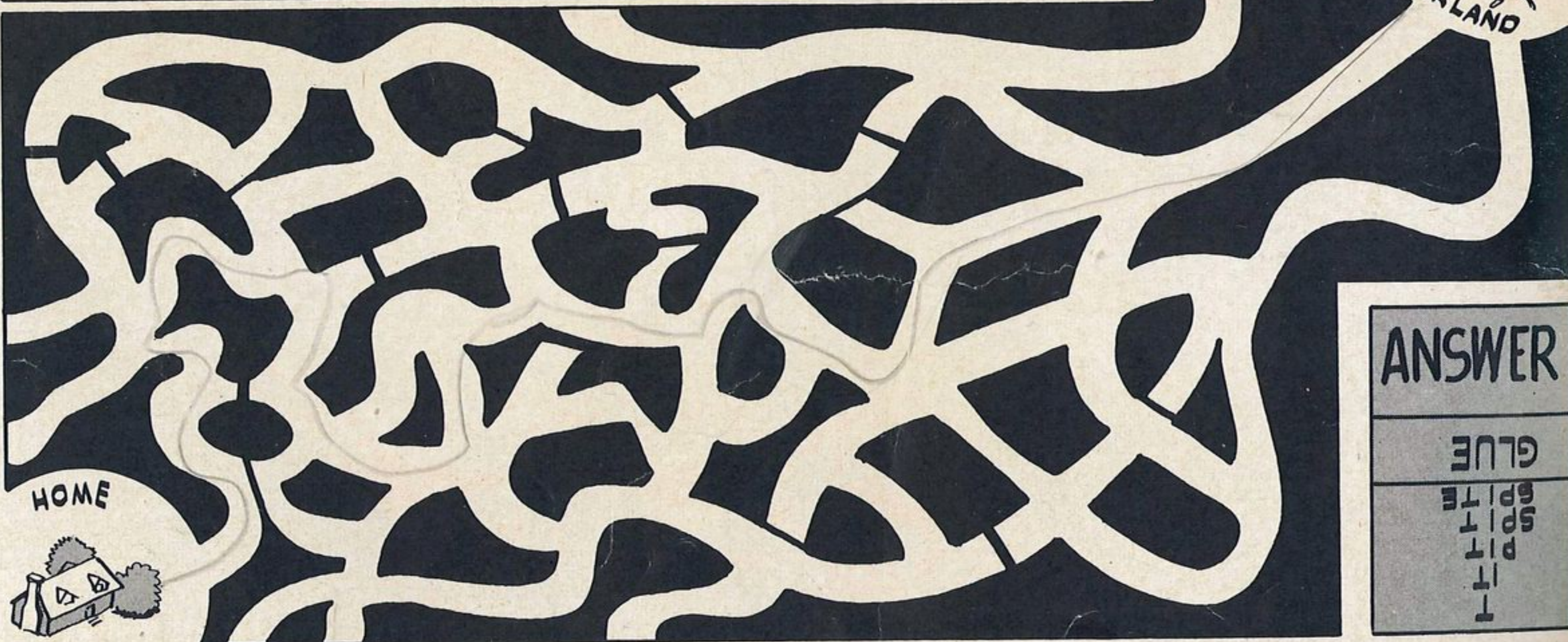


+ USE - S =

GLUE

ANSWER - BELOW

ALICE HAS BEEN VISITING WONDERLAND BUT NOW SHE'D LIKE TO GET BACK-CAN YOU HELP HER BY FINDING THE WAY OUT OF THIS MAZE BY TAKING THE RIGHT ROAD?



ANSWER

GLUE  
SPITE  
PIT  
T

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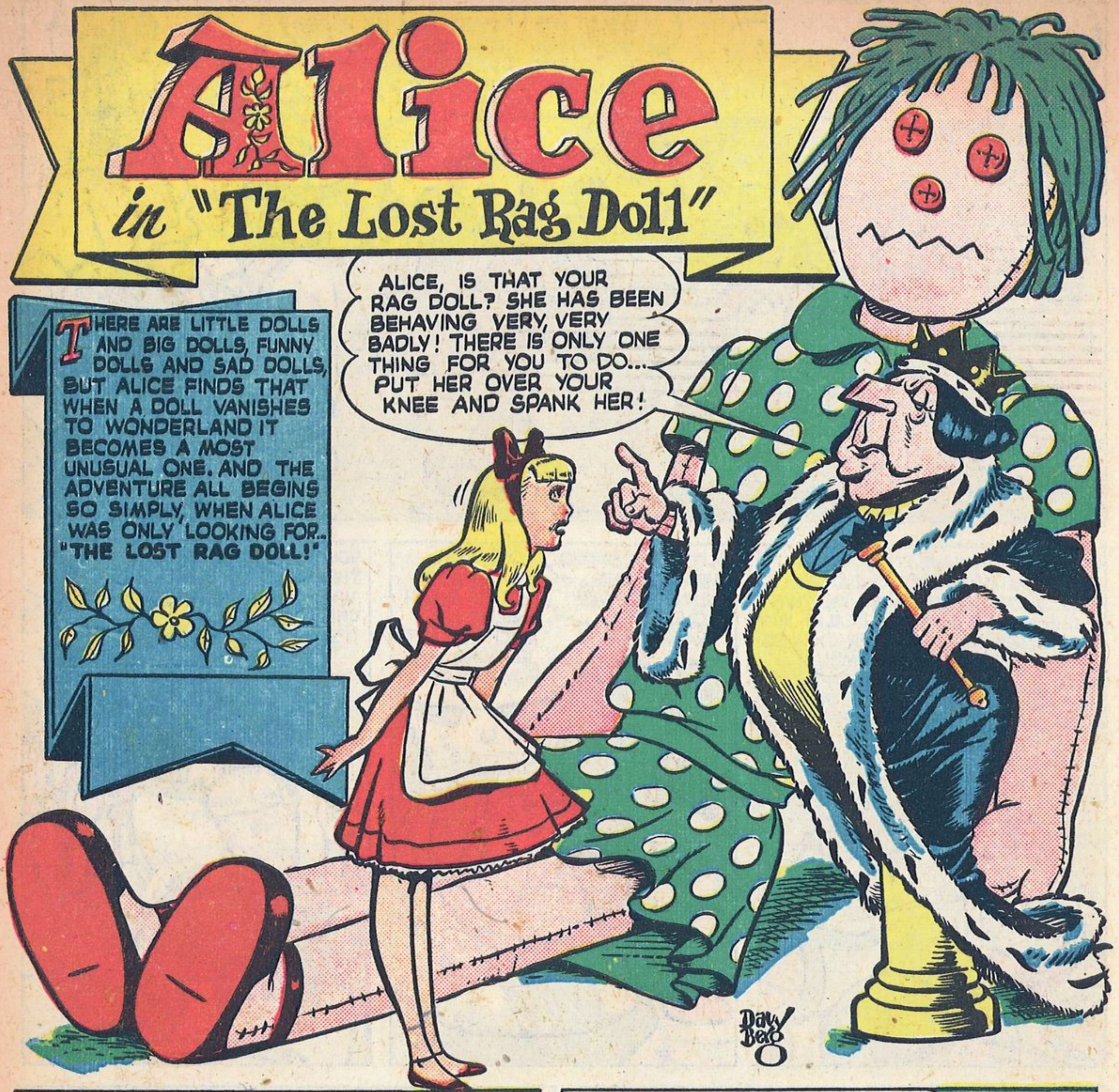


# Alice

## in "The Lost Rag Doll"

THERE ARE LITTLE DOLLS AND BIG DOLLS, FUNNY DOLLS AND SAD DOLLS, BUT ALICE FINDS THAT WHEN A DOLL VANISHES TO WONDERLAND IT BECOMES A MOST UNUSUAL ONE. AND THE ADVENTURE ALL BEGINS SO SIMPLY, WHEN ALICE WAS ONLY LOOKING FOR... "THE LOST RAG DOLL!"

ALICE, IS THAT YOUR RAG DOLL? SHE HAS BEEN BEHAVING VERY, VERY BADLY! THERE IS ONLY ONE THING FOR YOU TO DO... PUT HER OVER YOUR KNEE AND SPANK HER!



THE LAST TIME I SAW MY RAG DOLL WAS WHEN I WAS EATING COOKIES! I MUST HAVE LEFT HER IN THE POCKET WHEN I THREW MY PINAFORE DOWN THIS LAUNDRY CHUTE! I HOPE I FIND IT!

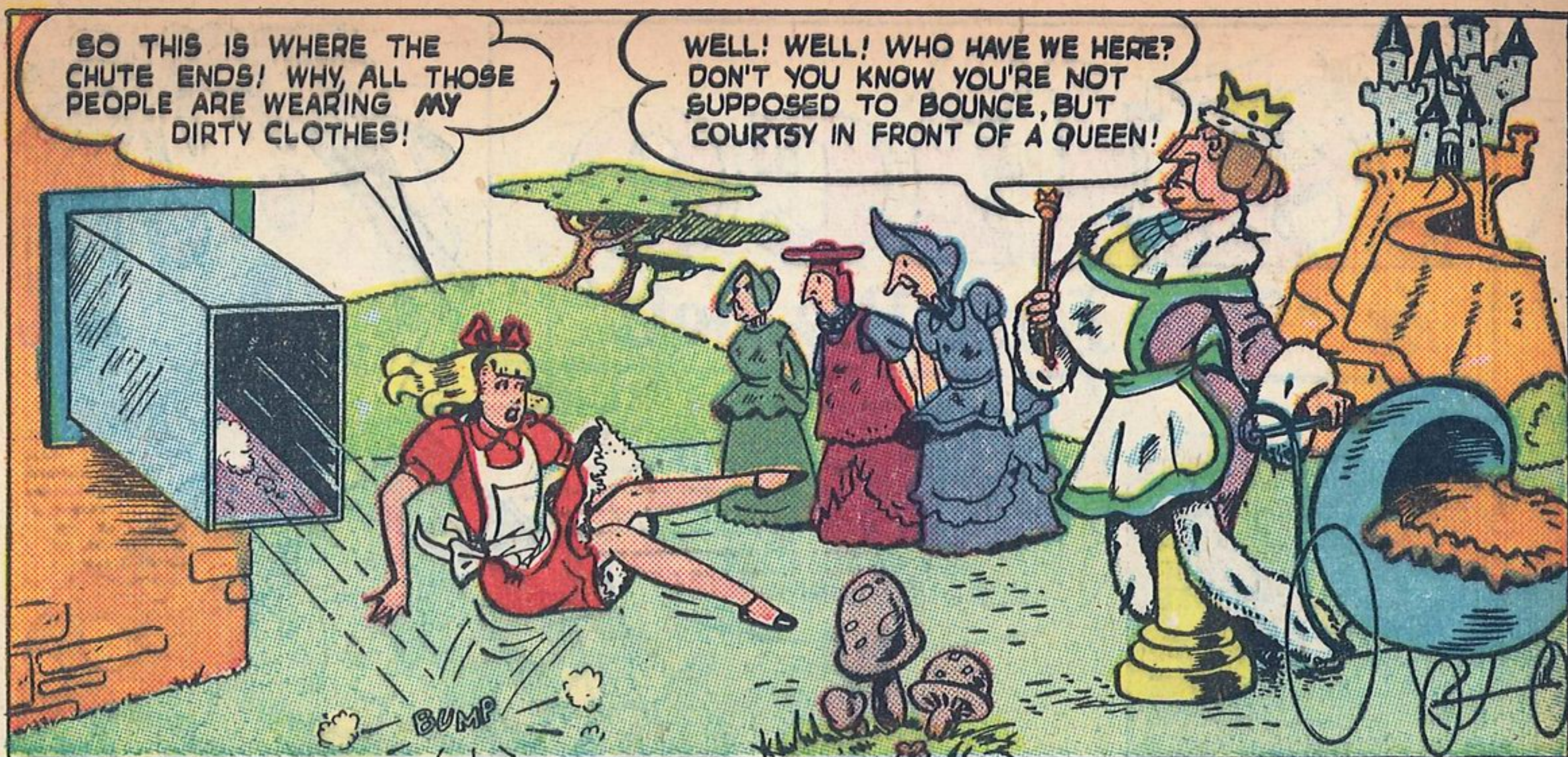


I DON'T FEEL IT ANYWHERE! WHY THERE'S **NOTHING** IN THIS CHUTE! I WONDER WHERE ALL THE DIRTY CLOTHES GO...

OOPS! I'M SLIDING DOWN THE CHUTE!



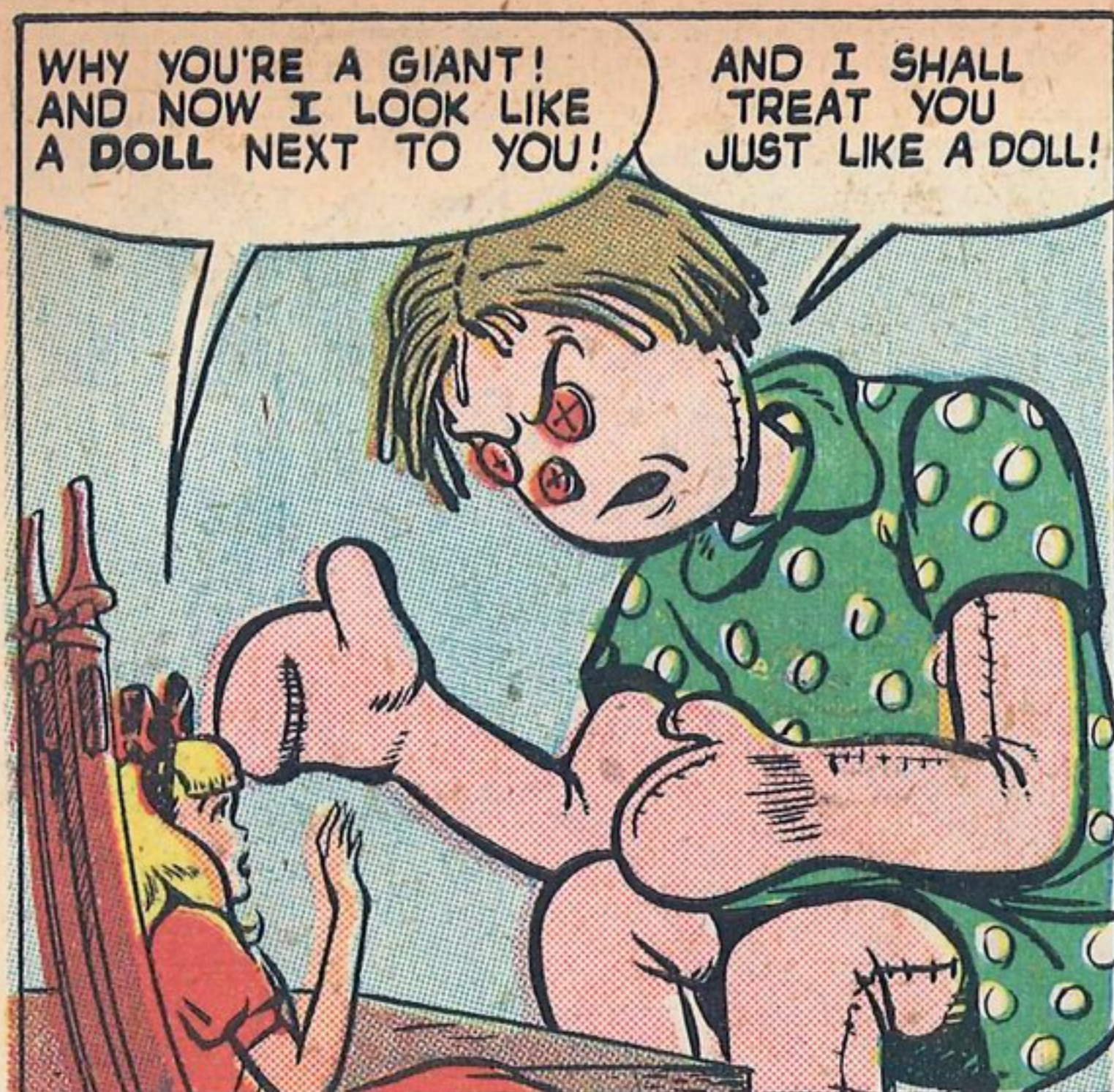






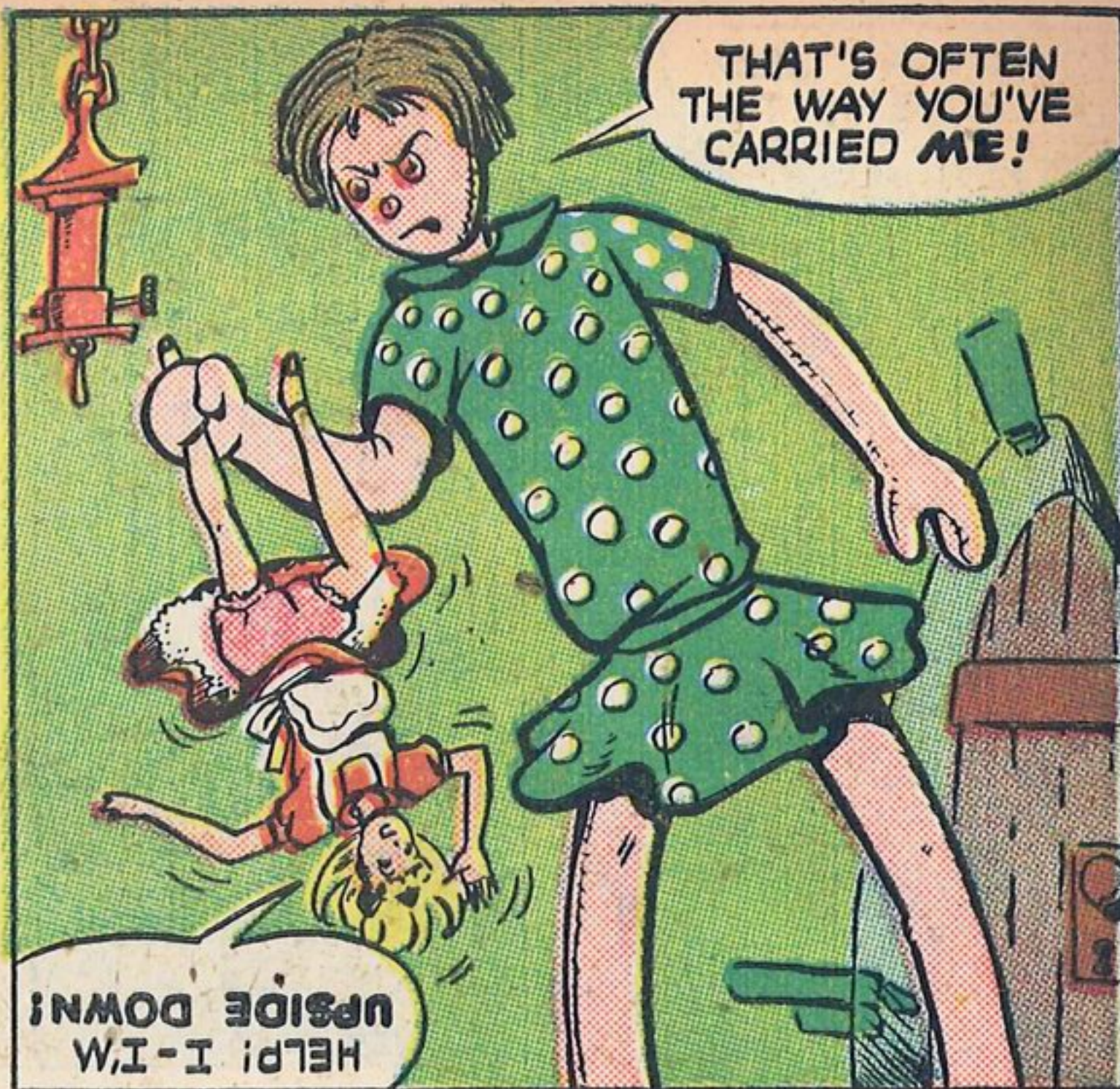






WHY YOU'RE A GIANT!  
AND NOW I LOOK LIKE  
A DOLL NEXT TO YOU!

AND I SHALL  
TREAT YOU  
JUST LIKE A DOLL!



THAT'S OFTEN  
THE WAY YOU'VE  
CARRIED ME!

HELP! I-I'M  
UPSIDE DOWN!



NOW BE A NICE DOLL AND EAT  
THESE COOKIES! EAT THEM ALL  
UP — THEY'RE VERY GOOD FOR  
LITTLE DOLLS!

BUT I'M NOT  
HUNGRY!



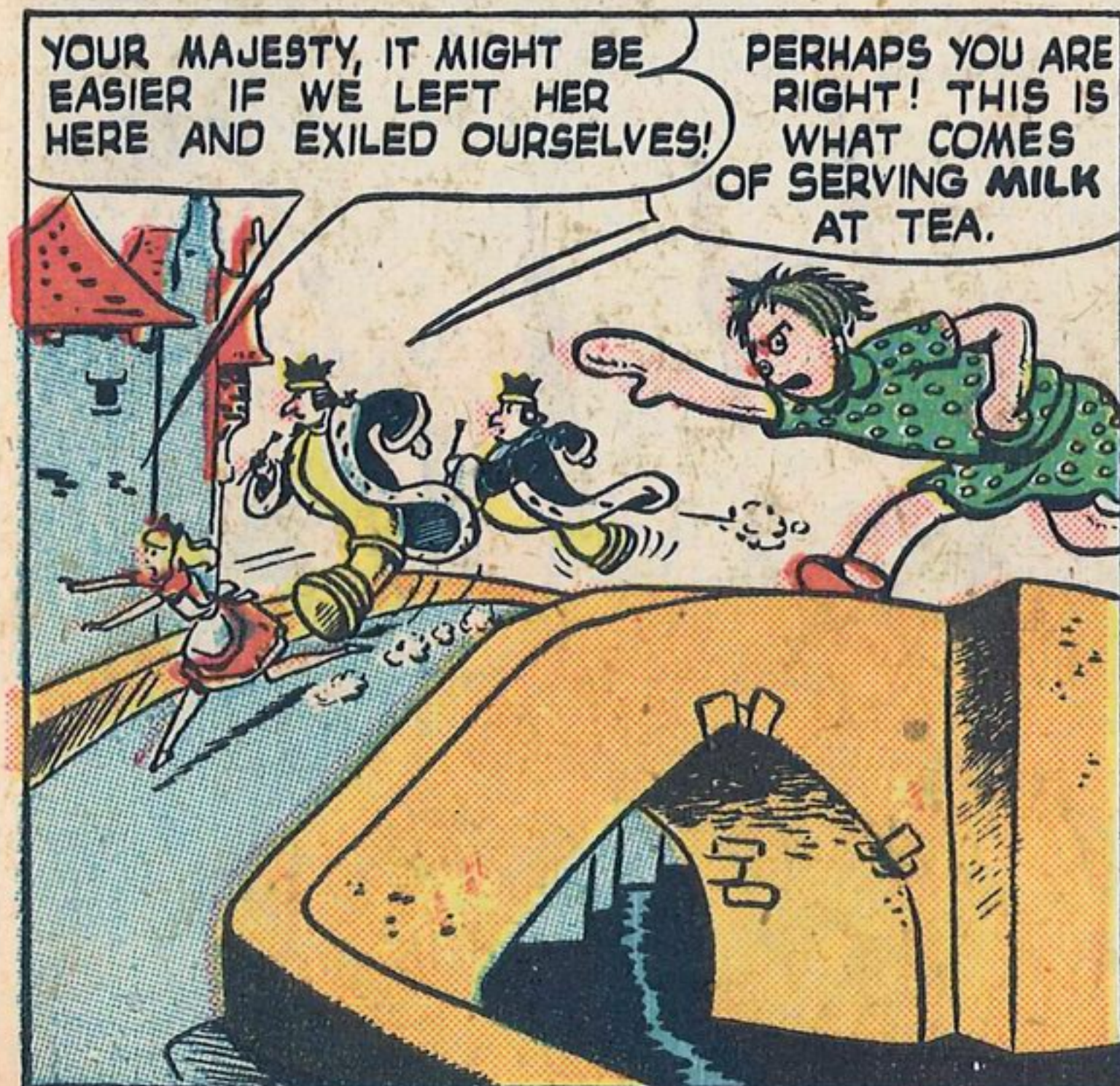
THEN I SHALL HAVE  
TO SPANK YOU!  
YOU'RE A VERY  
BAD DOLL!

OH, PLEASE  
DON'T! I  
PROMISE I  
SHALL NEVER  
SPANK YOU  
AGAIN!



VERY WELL! I'M  
TIRED OF PLAYING  
WITH YOU! AWAY!  
NOW I'LL PLAY  
WITH MY TOY  
KING AND QUEEN!

NO ONE DARES  
TOUCH A KING!  
FURTHERMORE,  
YOU DON'T  
BELONG HERE  
— I OUTLAWED  
GIANTS LONG  
AGO! I'LL HAVE  
YOU PUT INTO  
EXILE!



YOUR MAJESTY, IT MIGHT BE  
EASIER IF WE LEFT HER  
HERE AND EXILED OURSELVES!

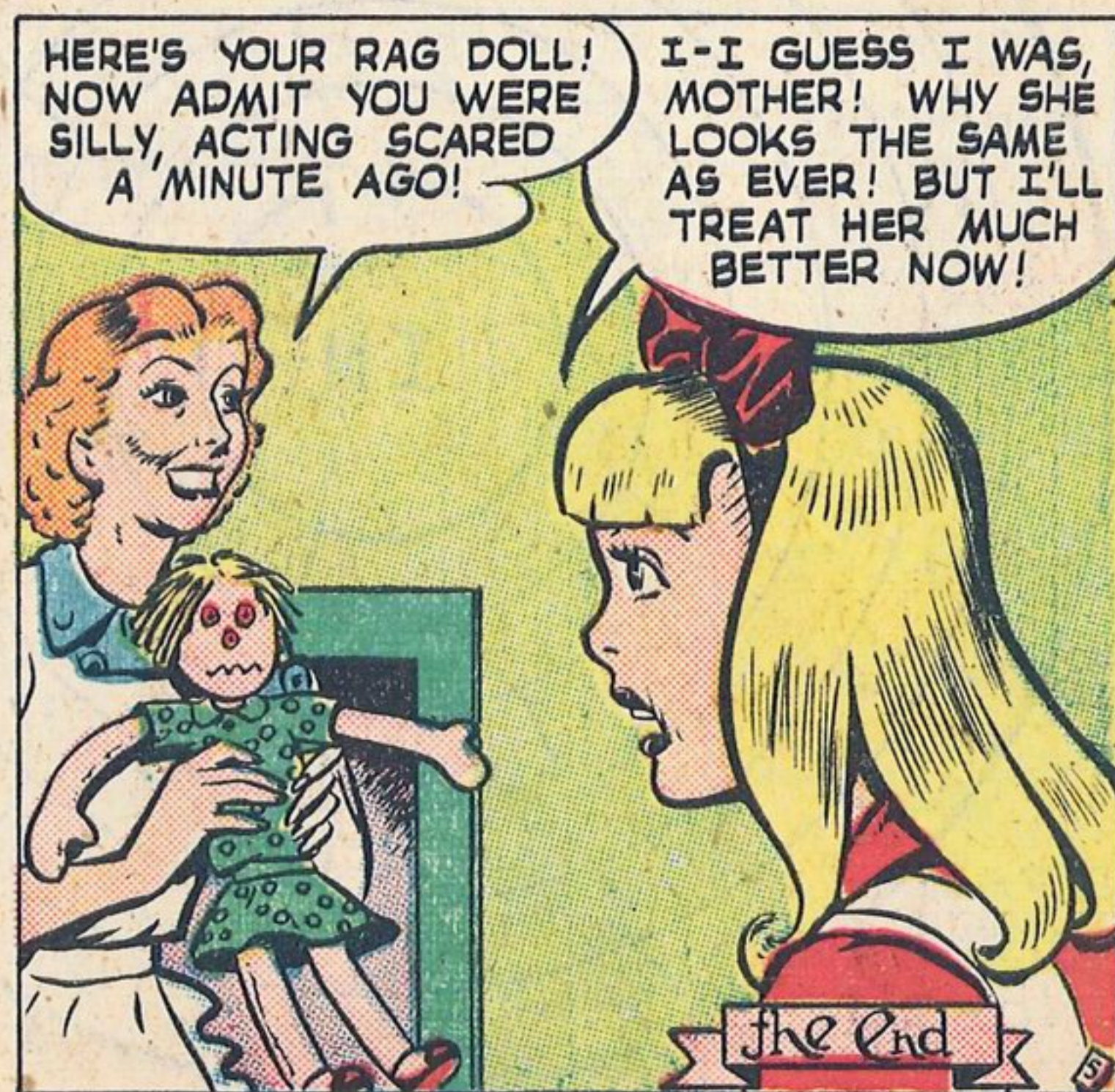
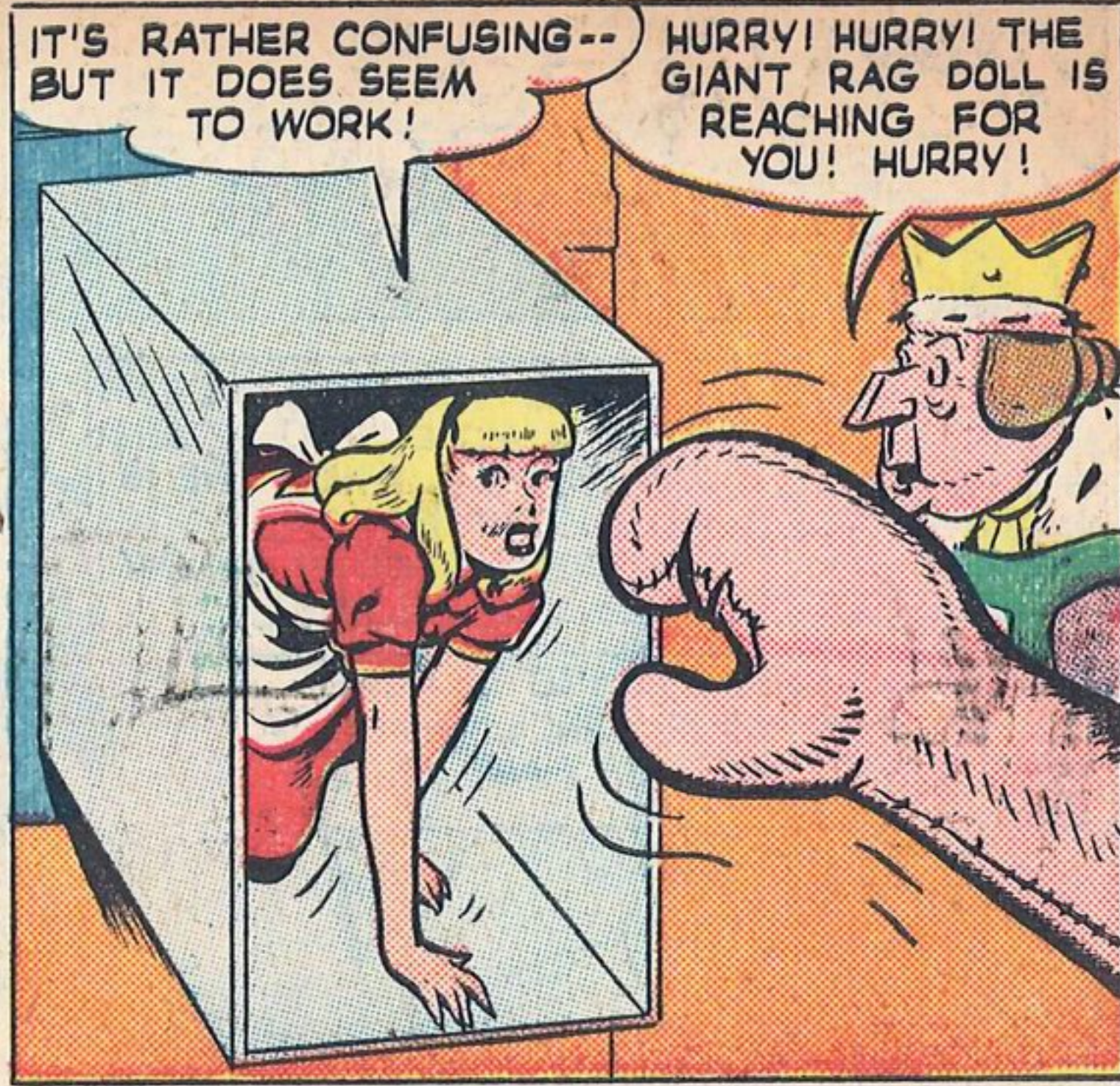
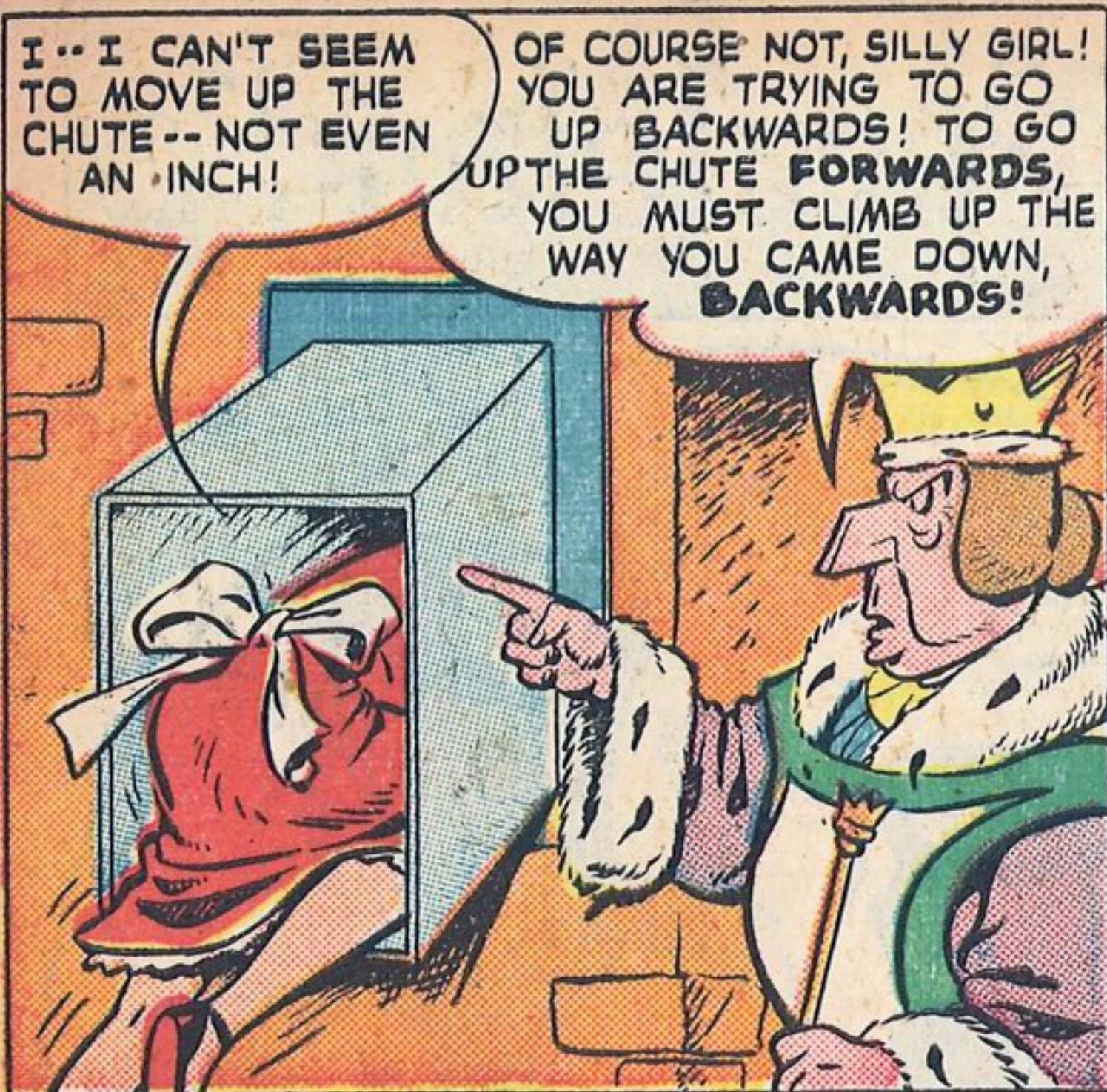
PERHAPS YOU ARE  
RIGHT! THIS IS  
WHAT COMES  
OF SERVING MILK  
AT TEA.



OH, DEAR, SHE IS GAINING  
ON US! THIS IS NO WAY  
FOR A GROWN-UP DOLL  
TO BEHAVE.

THERE'S THE  
LAUNDRY CHUTE!  
I CAN ESCAPE BY  
CLIMBING BACK UP!









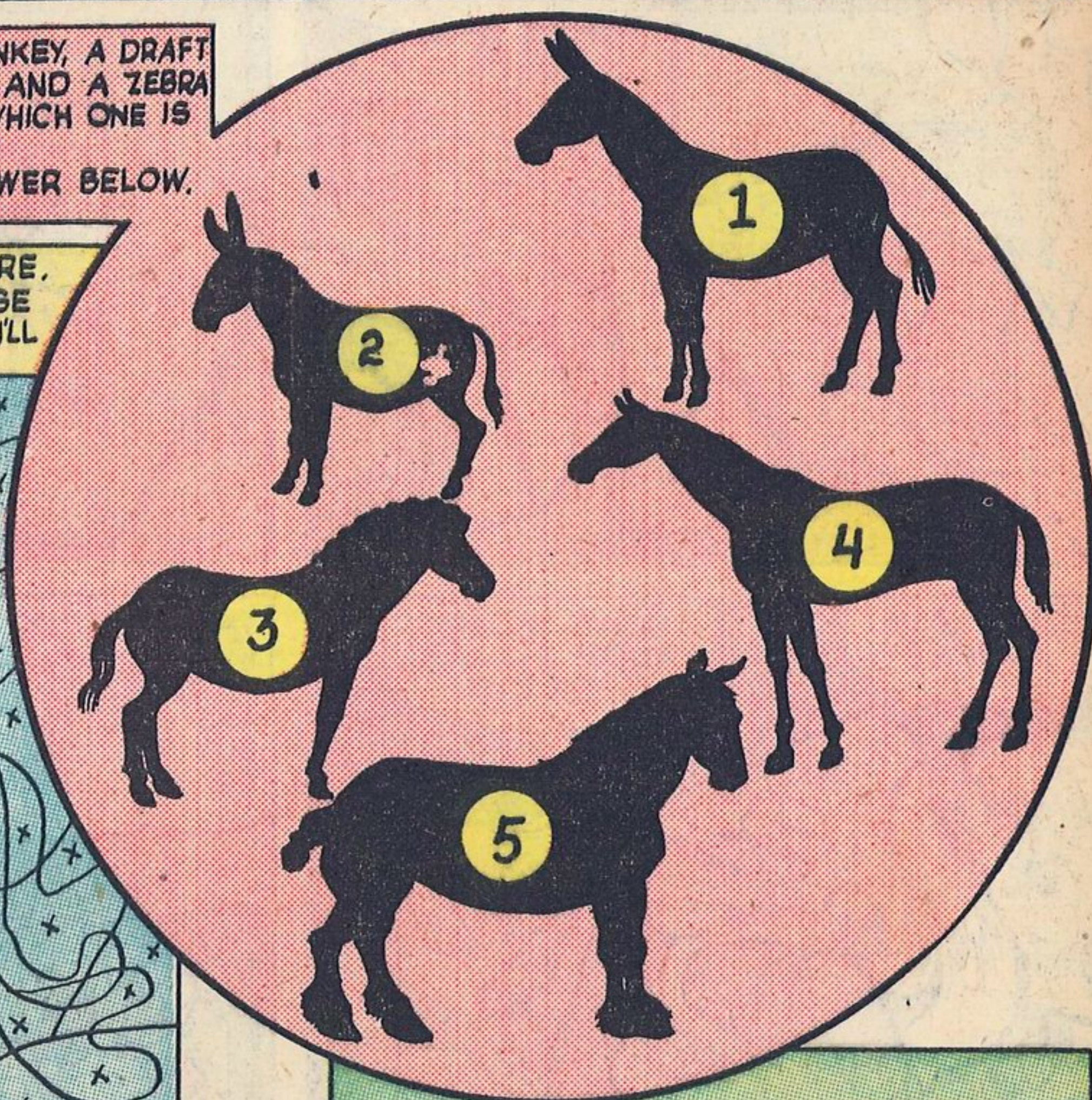
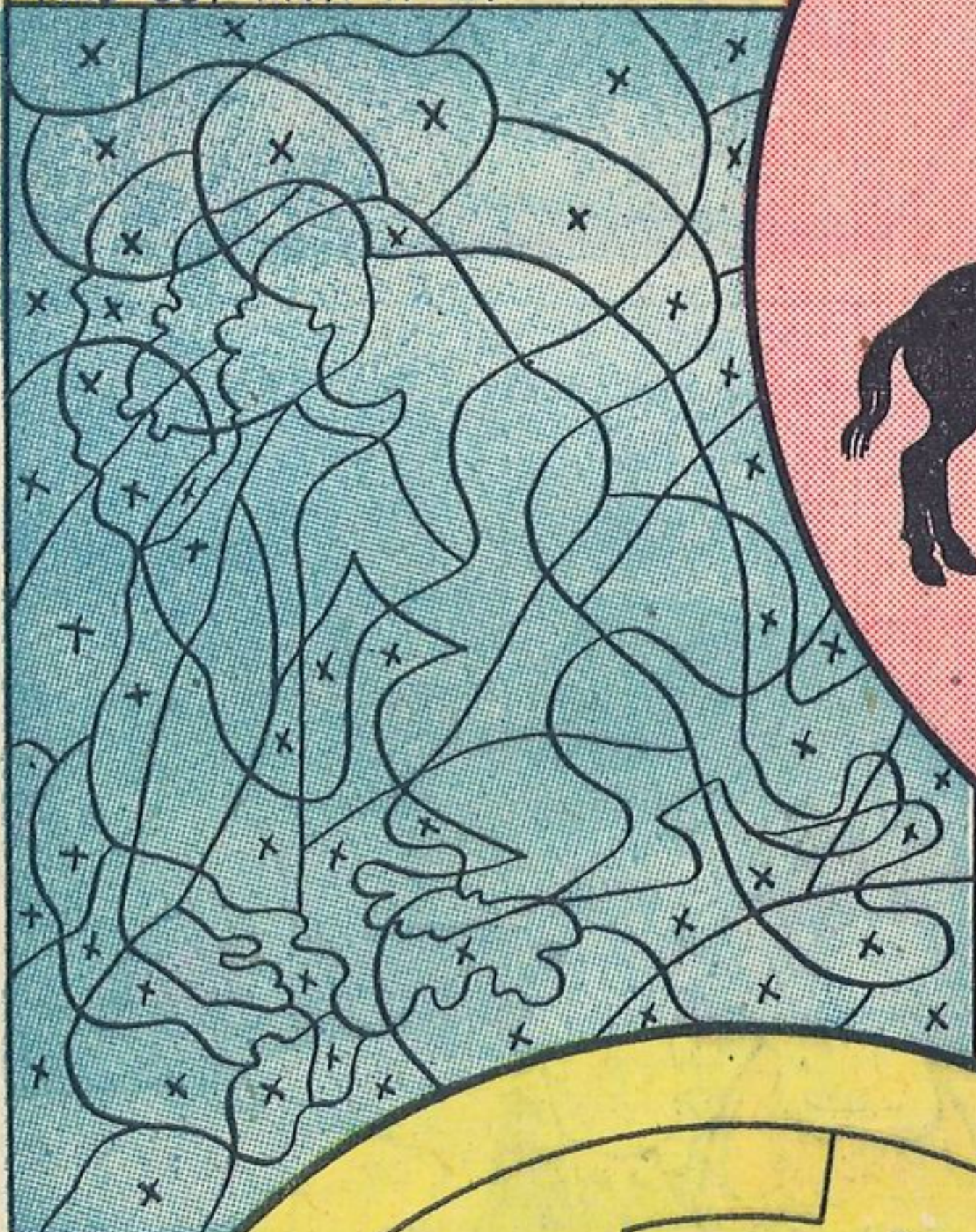
# Alice in Puzzleland

Davy Berg

WHAT'S WHAT? THERE'S A DONKEY, A DRAFT HORSE, A RACE HORSE, A MULE, AND A ZEBRA IN THIS CIRCLE. CAN YOU TELL WHICH ONE IS WHAT BY THEIR SILHOUETTES?

CORRECT ANSWER BELOW.

THERE'S AN ANIMAL HIDING IN HERE. FILL IN WITH YOUR PENCIL THOSE AREAS MARKED WITH AN X AND YOU'LL FIND OUT WHAT IT IS.



-1+III

=

--	--	--	--

ANSWER BELOW

1-TWO CHICKS ARE BEFORE TWO CHICKS. ONE CHICK IS BETWEEN TWO CHICKS. HOW MANY CHICKS ARE THERE?

2-WHY AREN'T BASEBALL PLAYERS GOING TO USE BATS ANY LONGER?

ANSWERS

1-THREE  
2-THE BATS  
ARE LONG  
ENOUGH

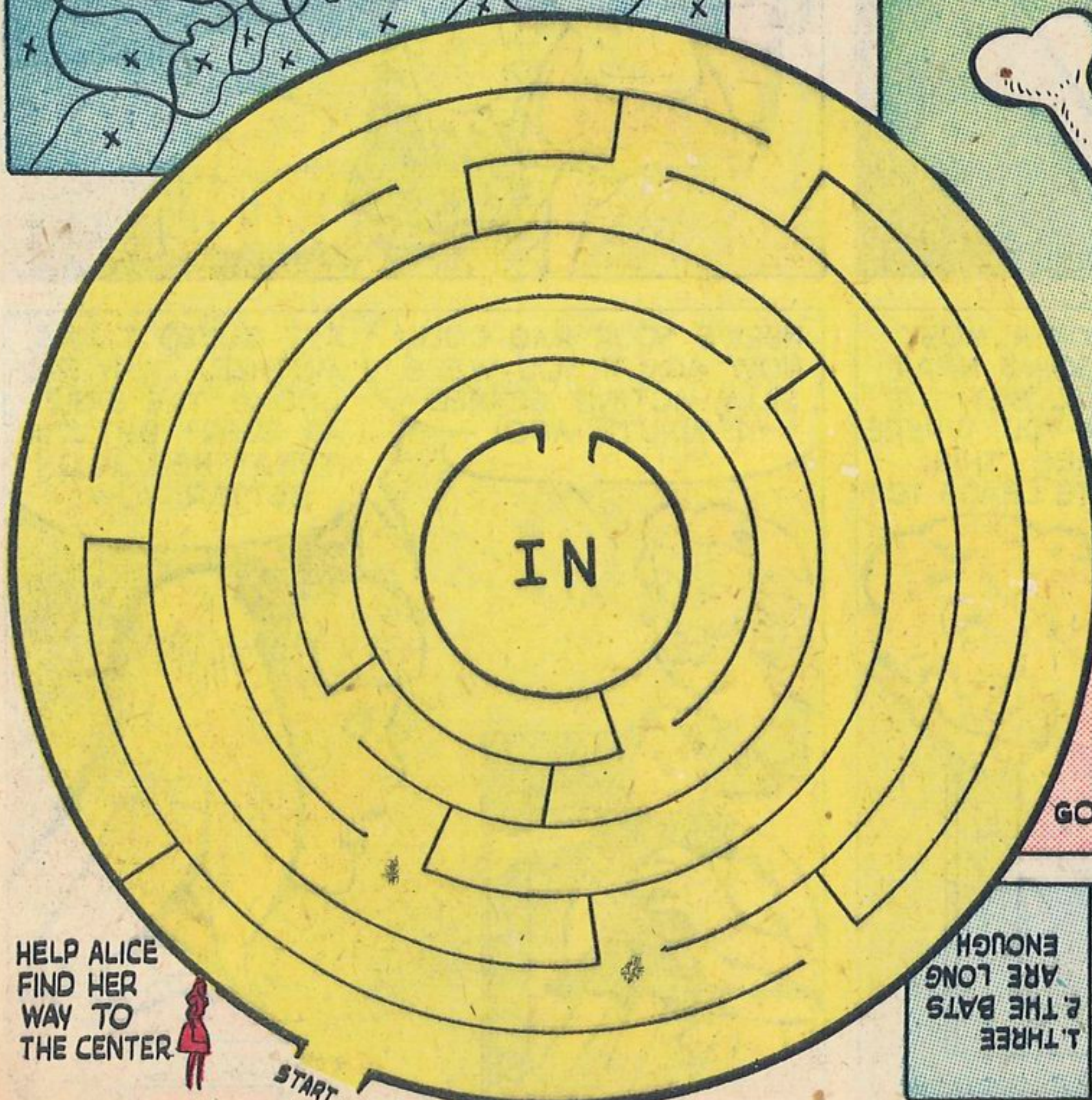
BILL

1-MULE 2-DONKEY  
3-ZEBRA 4-RACE HORSE  
5-DRAFT HORSE

HELP ALICE  
FIND HER  
WAY TO  
THE CENTER

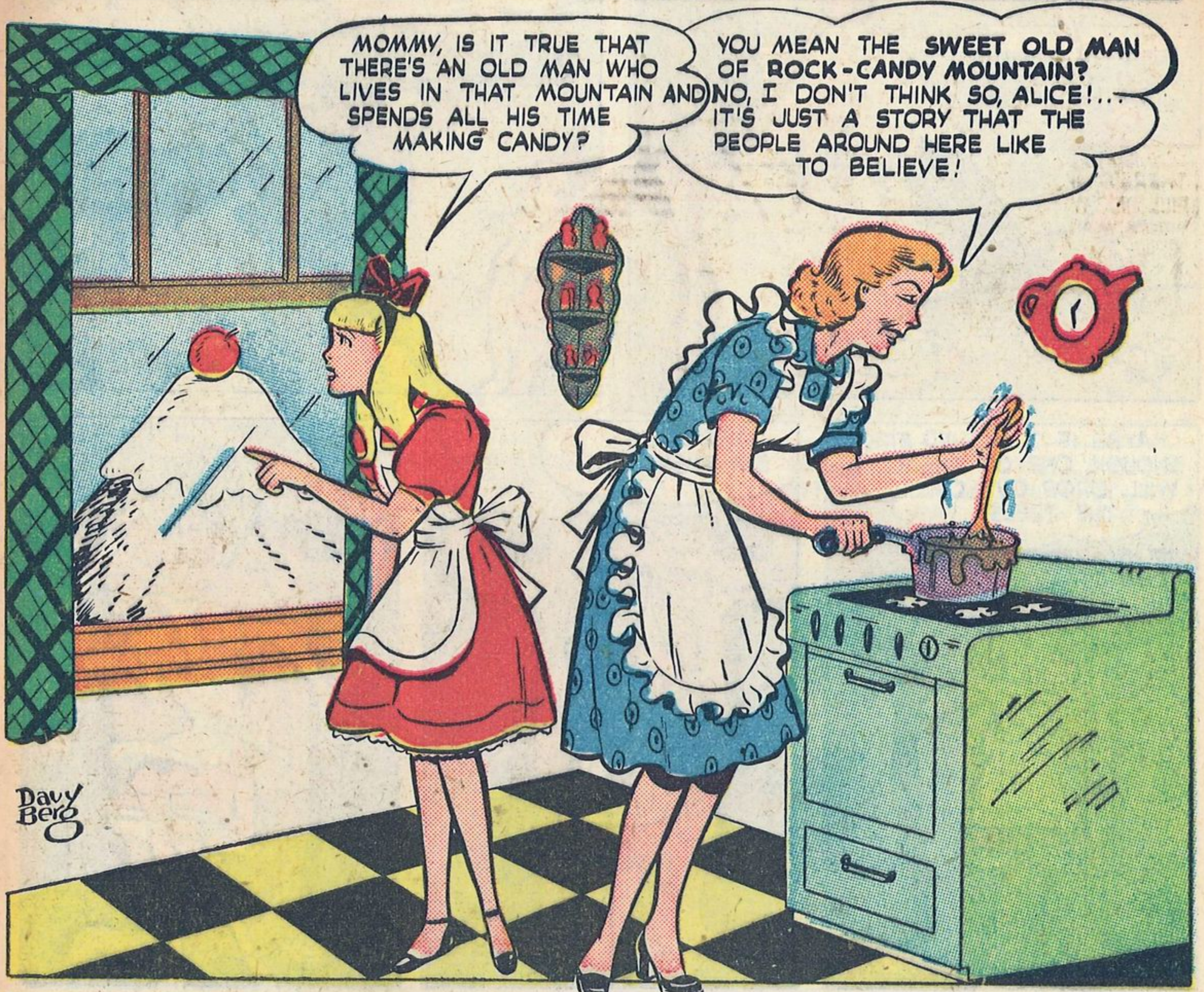


START





# Alice in "Rock-Candy Mountain"





GOLLY-- THAT ROCK-CANDY MOUNTAIN IS JUST ABOUT THE MOST DELICIOUS SCENERY I'VE EVER SEEN!!! FROM HERE IT LOOKS LIKE THE BIGGEST MARSHMALLOW SUNDAE IN THE WORLD!!



WHEN I WAS A LITTLE GIRL, MY MOMMY USED TO TELL ME THERE WERE PEPPERMINTS STICKS GROWING AT THE FOOT OF THIS MOUNTAIN...



MAYBE IF I WISHED STRONG ENOUGH, ONE OF THEM WILL DROP OUT OF THE TREES!



HERE GOES, I'M WISHING!...



PLINK



GOLLY!...IT WORKED! A REAL LIVE PEPPERMINT STICK!



MMM...YUMMY! IT'S DELICIOUS!! THESE PEPPERMINT TREES ARE A WONDERFUL INVENTION!!...



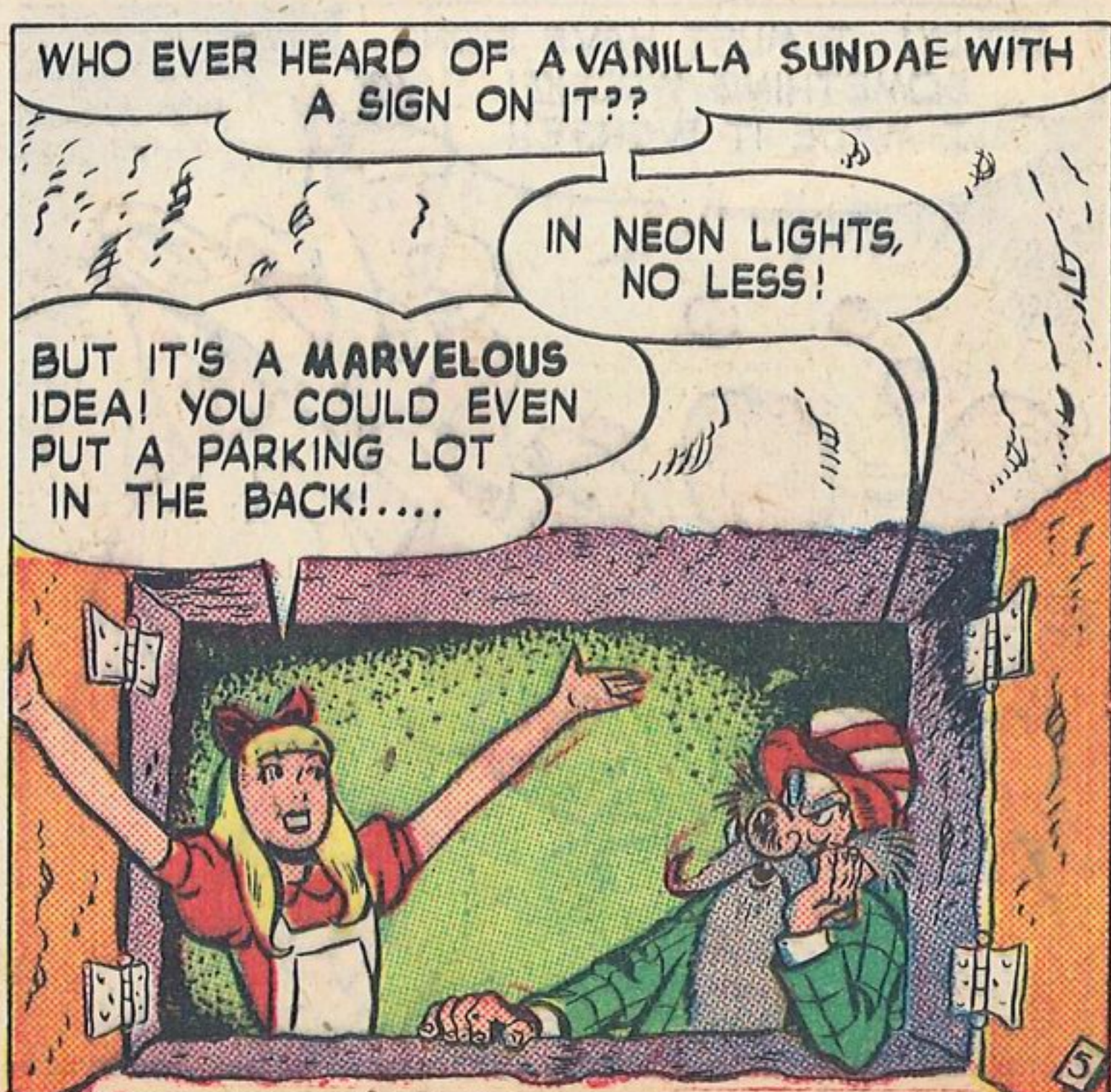
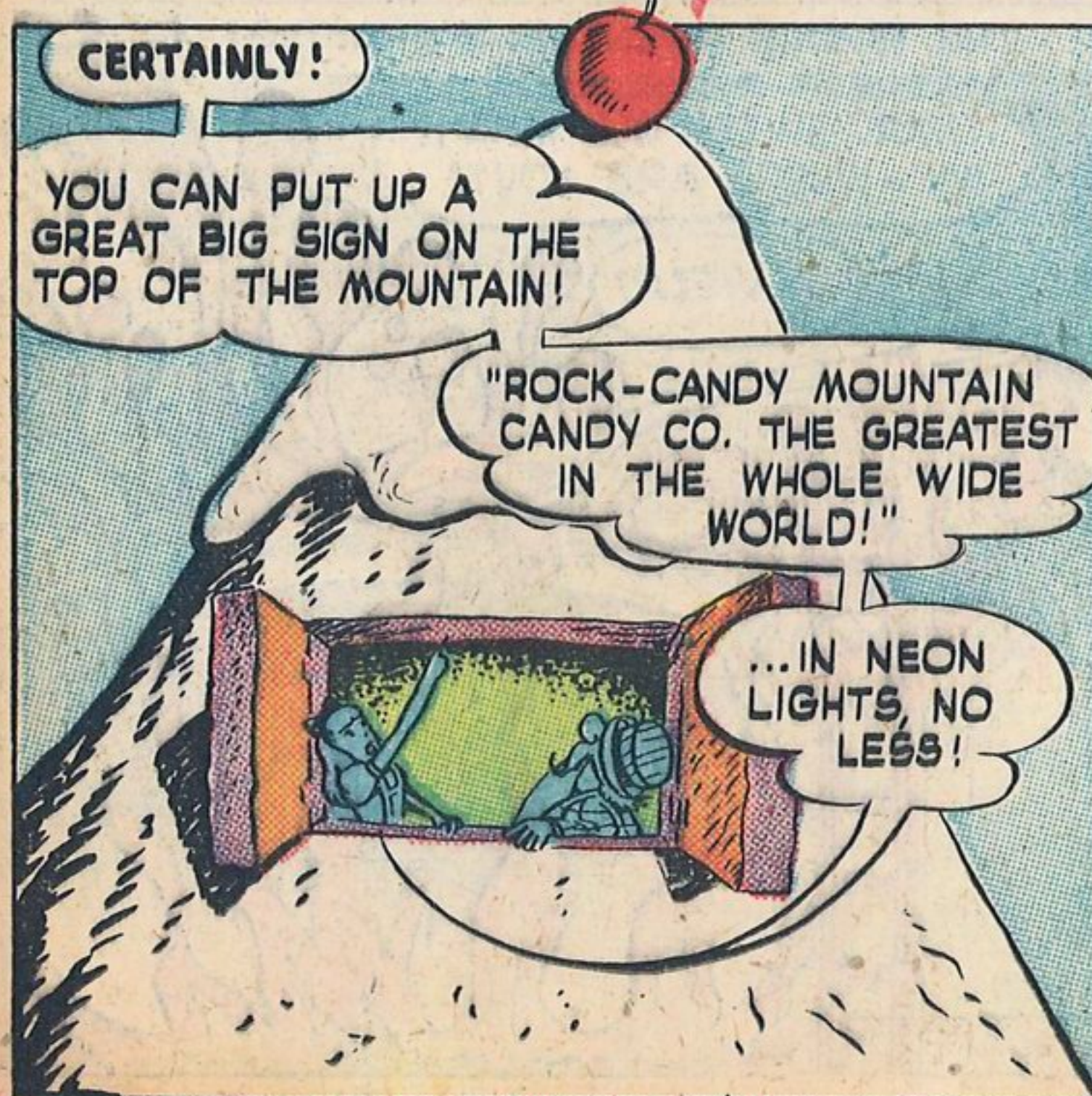




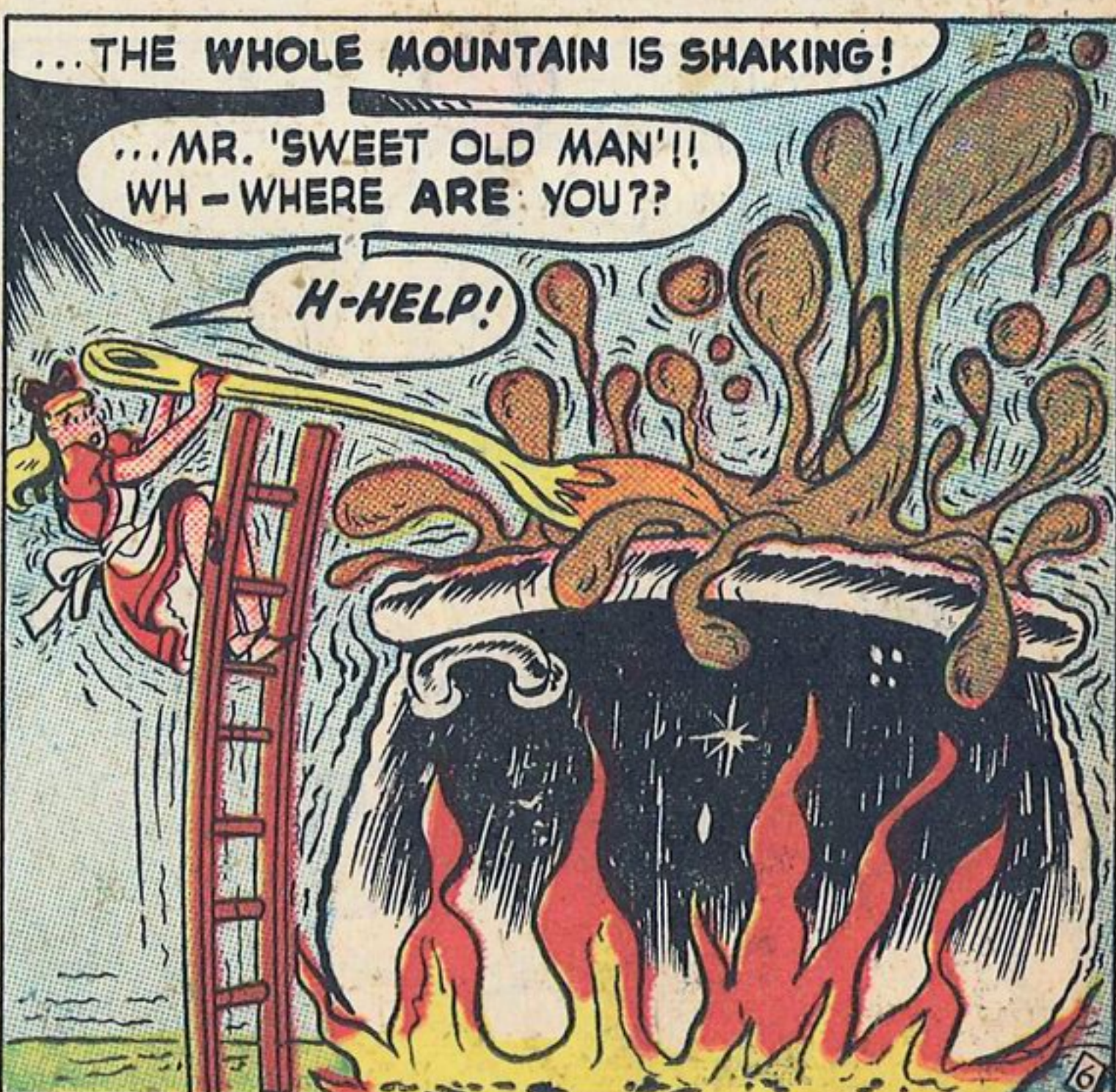
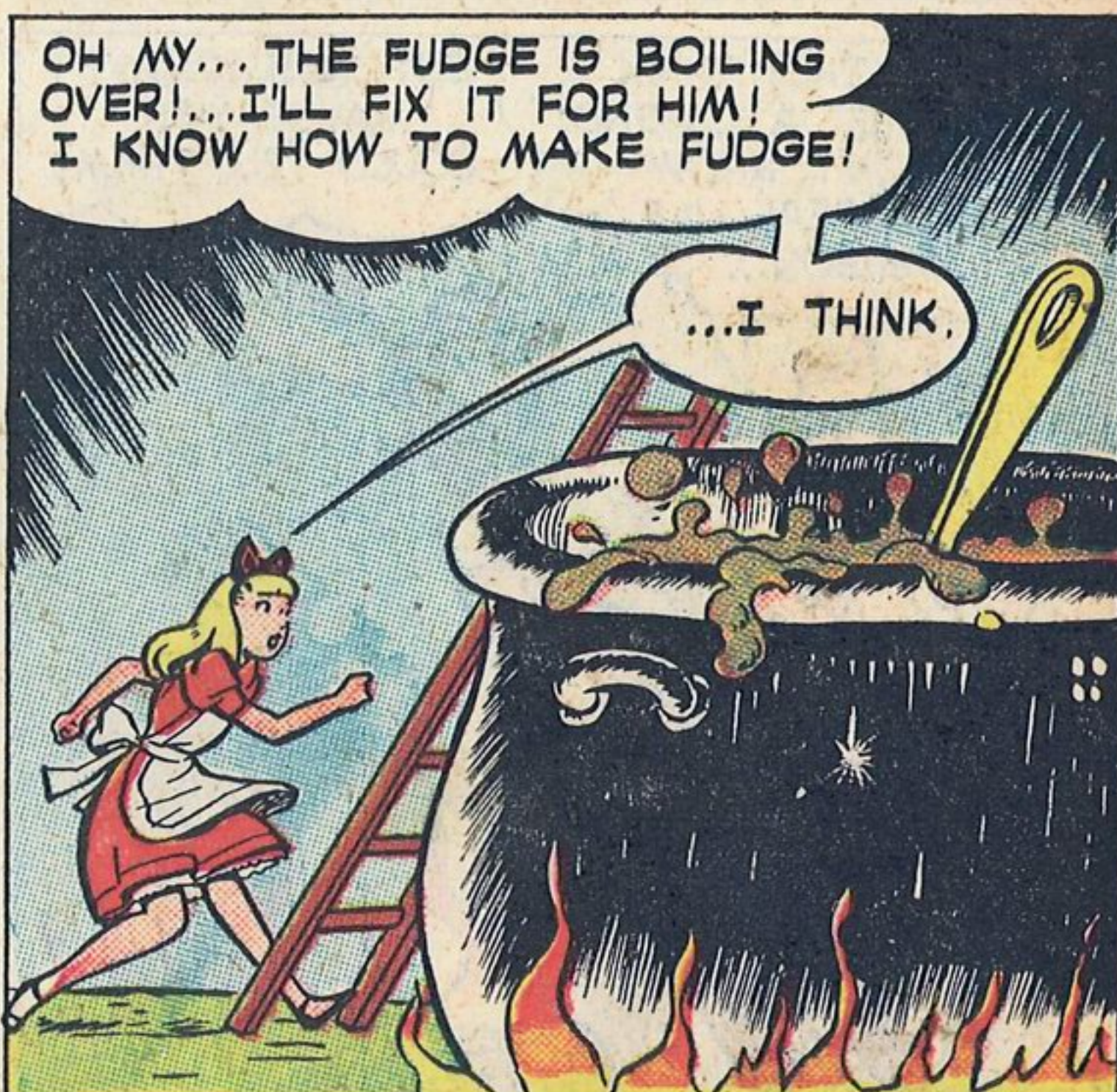




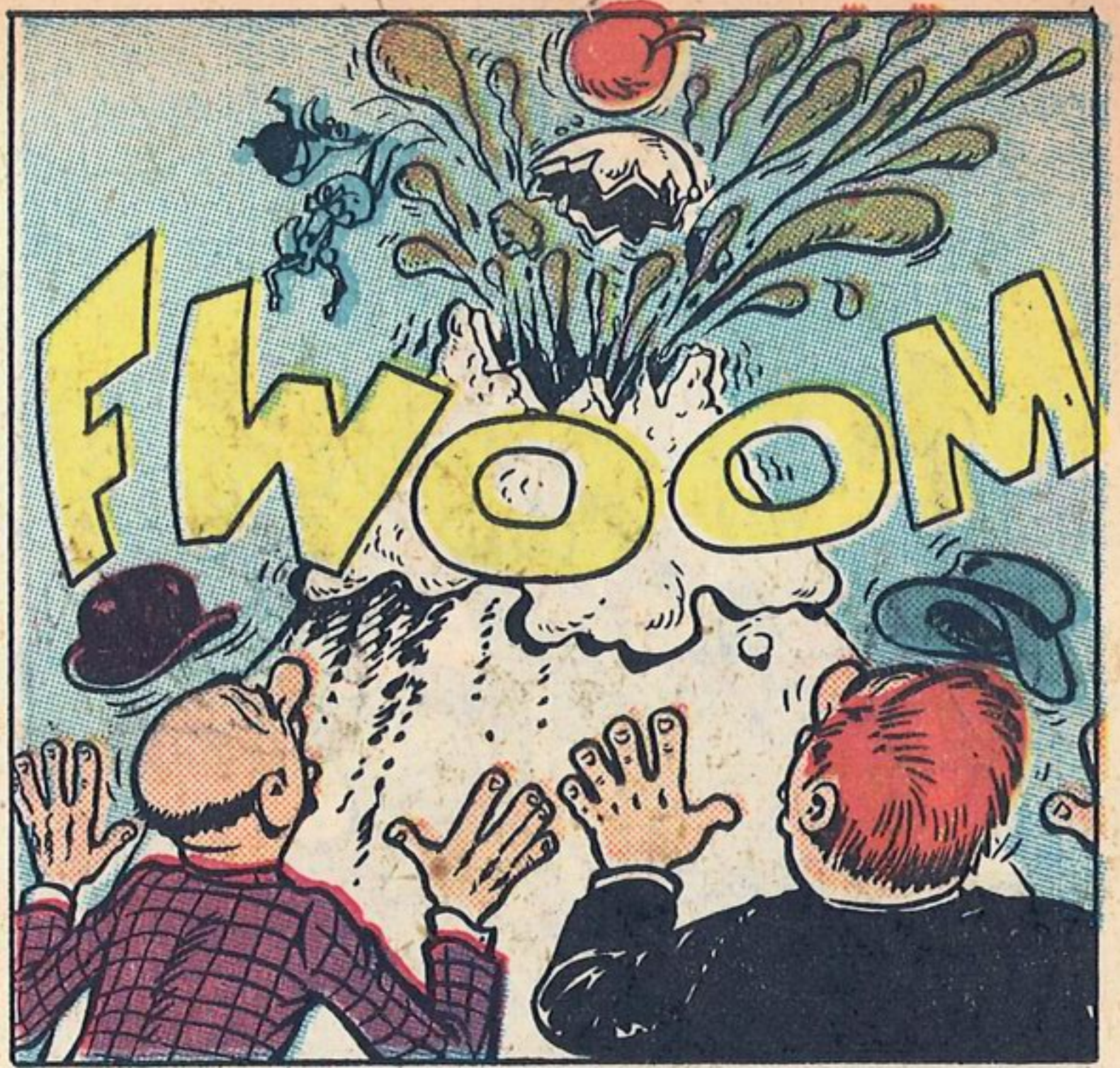








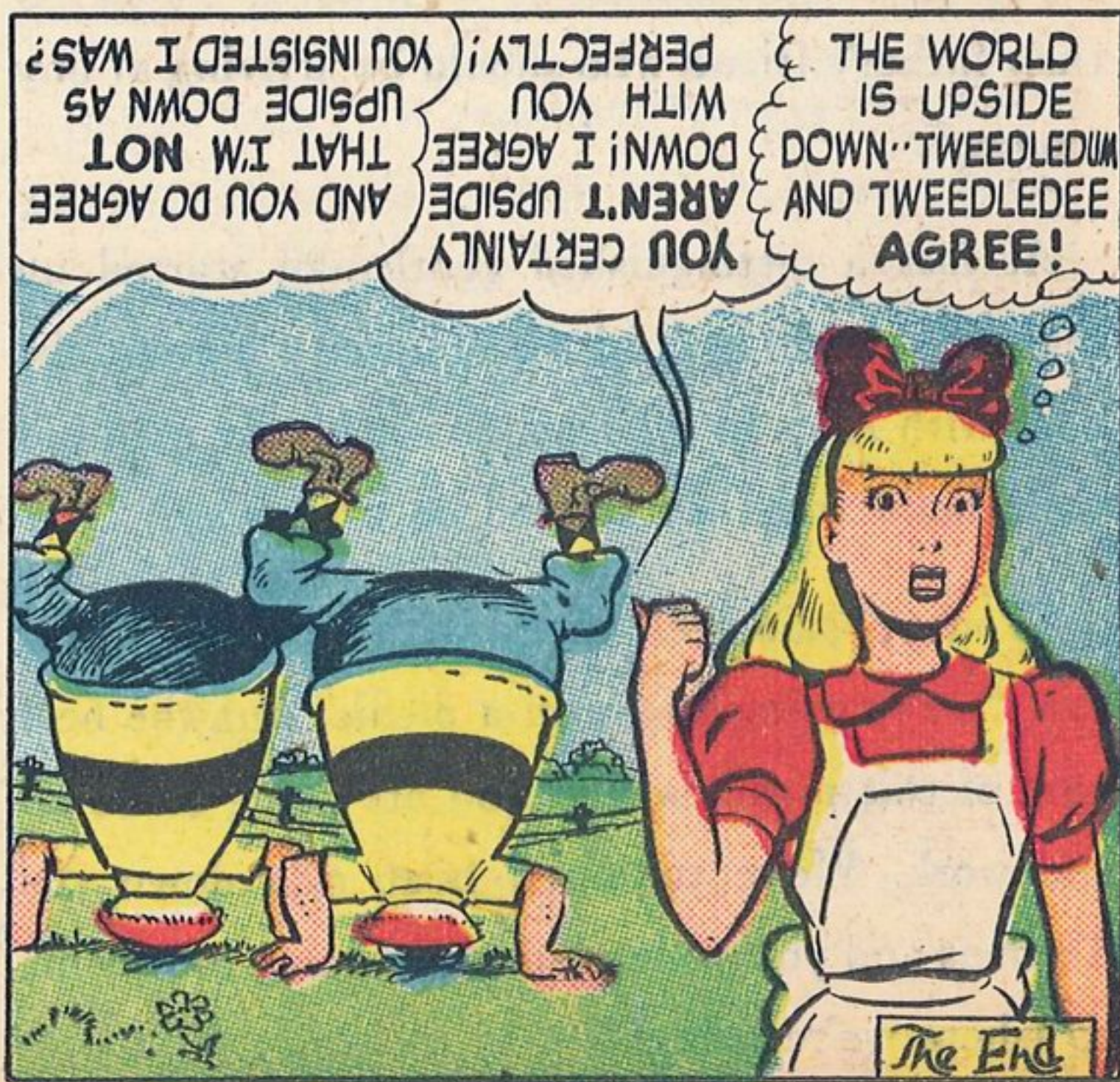
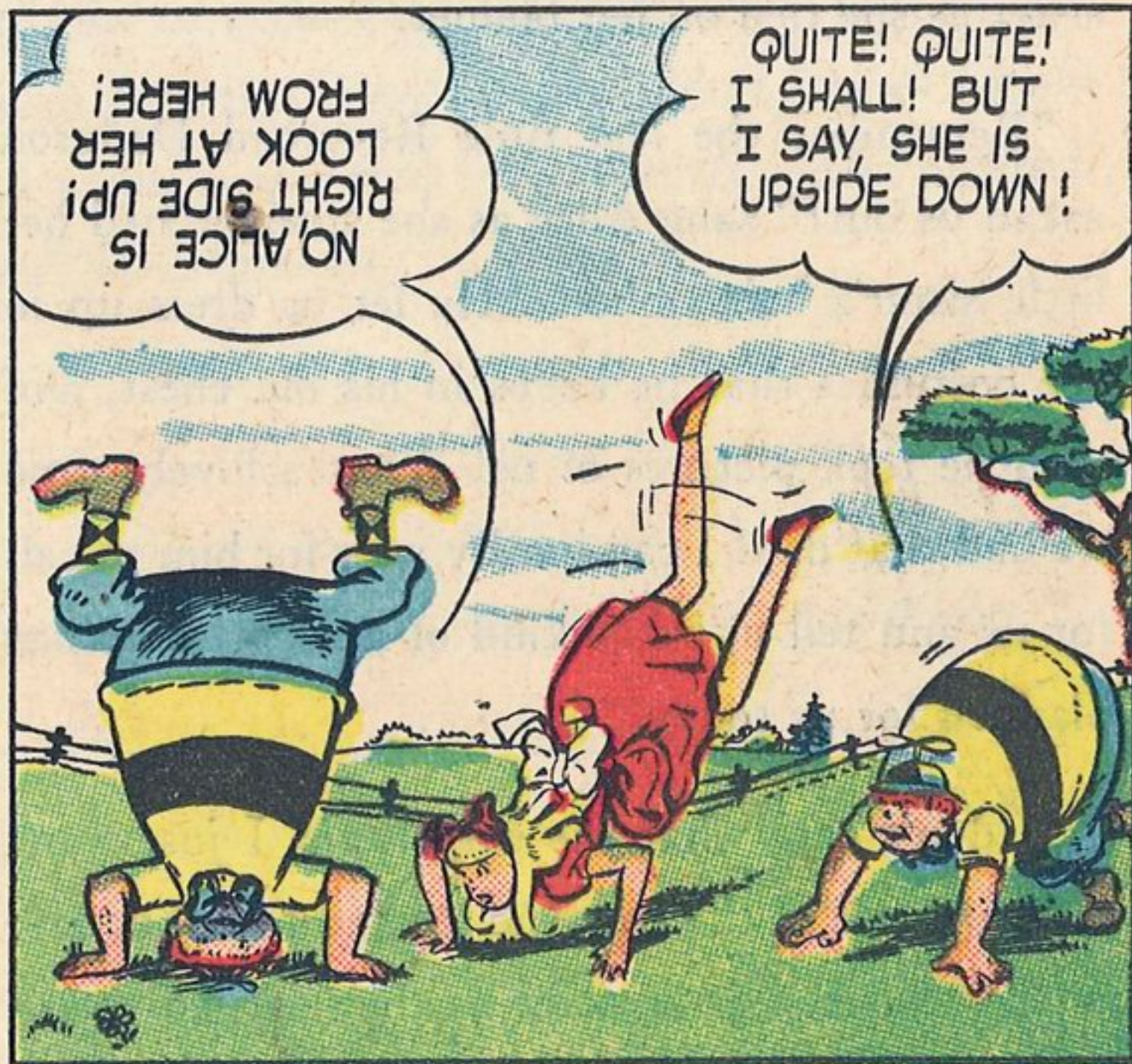
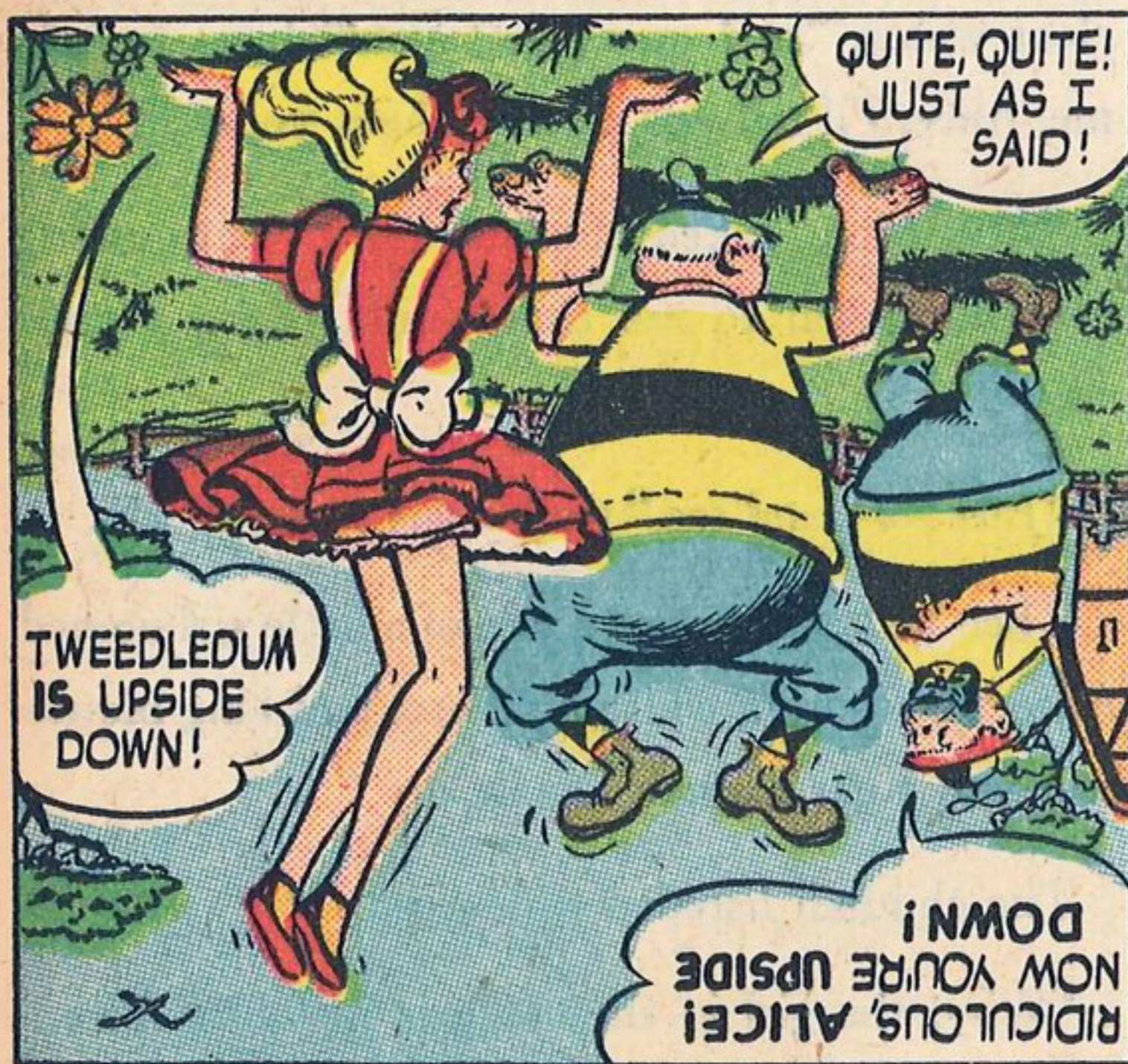
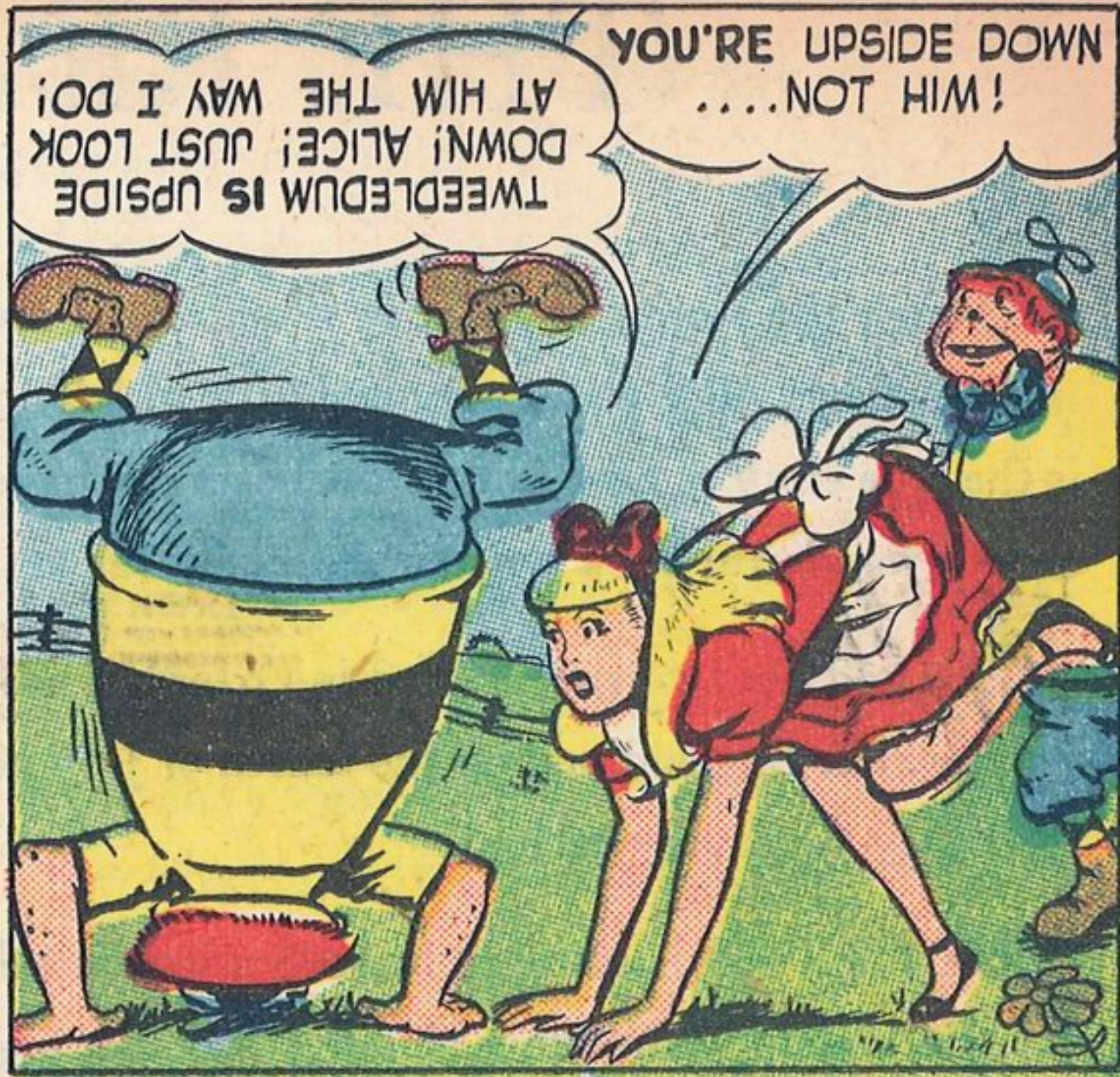
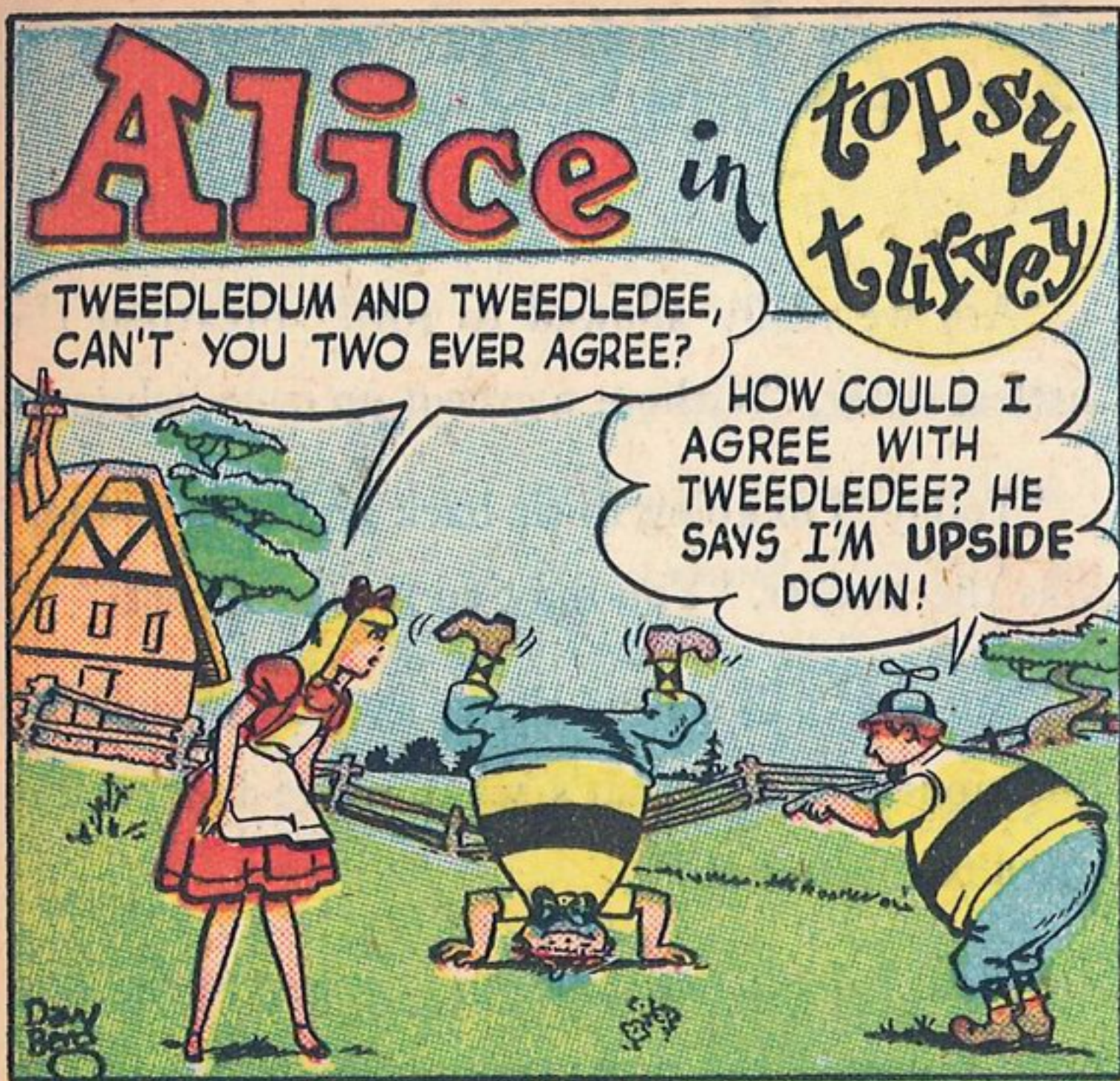














# THE REAL ALICE

Though the stories in *Alice in Wonderland* are make-believe, Alice was a very real little girl. This is the true story of how Alice Liddel came to have such a wonderful book written especially for her.

Alice and her two sisters lived in Oxford, a college town in England and on the fourth of July in 1860 they were very excited.

"Oh, Alice, this is going to be such a wonderful day, I'm so happy the sun is shining!" said her big sister as she tied on her bonnet.

"Remember the last time Reverend Dodgson asked us out?" sang Alice as she straightened her little sister's hair ribbon. "He let us dress up in the costumes that he keeps in his old chest, and then he took pictures of us! What a lovely time we had that day! I can hardly wait for him to call for us and tell us what kind of a surprise he has planned for us today!"

"I don't care what the surprise is, I just want to hear more of the story he started to tell us last time!" said her little sister as they settled themselves near the window so they could watch for their father's friend who should be arriving at any moment.

At last a distinguished gentleman started up the path and in a whirl the children were out the door with Alice in the lead, as the kindly man bid them hello and they started on their way.

"Today," said their friend with a twinkle in his eye, "we're going to go on a picnic. But the best part of this picnic is that you are going to do all the work. We're taking a boat ride down the Thames and you young ladies are going to row me to where we're going!"

"Are we really allowed to row!" breathed the littlest sister, "Without a grown-up even helping!"

"Today, I'm going to sit back and do nothing," was the answer. "You may do it all yourself!"

"But you will tell us the story you promised," questioned Alice, "that's what we've looked forward to most of all!"

"Well, I don't remember any stories at the moment," mused the man, trailing his hands in the clear water, "so I guess that you'll have to help me, Alice. I'll tell you a story about yourself."

"About me," asked Alice surprised, "but nothing ever happened to me that would make a good story!"

"Just wait and see," smiled the storyteller.

Then he began to tell a tale of a little girl named Alice who wore a white pinafore, had long blonde hair and a cat named, Dinah.

The children listened wide-eyed.

"Why, the girl in the story is just like Alice," burst out the littlest sister.

"And she has a cat just like Alice, too," said the other.

"It sounds just like me," declared Alice. "But those things never happened to me."

"No," answered the Reverend, "but they certainly would have if you ever visited Wonderland!"

All afternoon the story went on and the children sat enthralled. The next morning to their surprise a package came for Alice.

"Who could be sending me anything," mused Alice as the postman handed her the parcel. "It



isn't the right time of the year for Christmas and my birthday was months ago!"

"You'd better open it and find out," said her practical older sister.

"Why, it's a book," said the little girl with the long blonde hair as she quickly untied the string. "And it's called *Alice in Wonderland*. Just look at the pictures. Mr. Dodgson must have drawn them himself. They look just like me! The little girl is even wearing my blue dress and white pinafore!"

"It can't be from Mr. Dodgson, though," answered the older girl. "Just look at the name of the author on the cover. It says, 'written by Lewis Carroll!'"

"But Mr. Dodgson told us that this was a story he made up just for us," pouted the disappointed little sister. "It just came out of a book that someone else wrote!"

"Here comes the Reverend now, down the path," quickly replied Alice patting her baby sister on the head. "We'll ask him and he'll explain it to us."

As the girls clustered round, the old man took the littlest girl on his knee. "You see," he said, "I did make up the story just for you yesterday. But when I wrote it down for Alice last night I couldn't put my real name on it. All the books I've ever written were for grown-up people in the college who are studying mathematics. Since this is made-up story for children, I put a made-up name on it!"

"Oh, then it's all right!" smiled the littlest girl happy again.

"But since this is a wonderful story book for children, more of them should be made! It isn't fair that all the children in England shouldn't have the fun of reading this wonderful tale," said Alice with determination. "You should have many

copies made and sold, just like you do with the mathematics books you have printed for the colleges where you teach!"

Mr. Dodgson laughed, "I really don't know anything about writing books for children. This is the first one I've ever done. You like it because it's about someone you know, but I'm sure other children might not enjoy it at all!"

"They would too!" responded Alice indignantly. "If you don't think so, why don't you take it over to Mr. MacDonald to read to his children. Their daddy wrote *In Back Of The North Wind* and many other children's books. He always reads his stories to them before having them printed. He says that they know exactly what stories should be about, and if they like his stories, other children will like them too."

"That might be a good idea, Alice," replied Mr. Dodgson. "If I may borrow your copy, I'll lend it to them and see what they say. Your copy is the only one there is in the world now, you know."

The MacDonald children loved the new story book. The little boy even said there should be sixty thousand more words.

So because of Alice Liddel, a new writer for children was born . . . Lewis Carroll.

Before *Alice In Wonderland* went to the printers, Mr. Carroll wrote a poem for the frontispiece of the book telling about how he came to write the story. This is part of the poem he wrote:

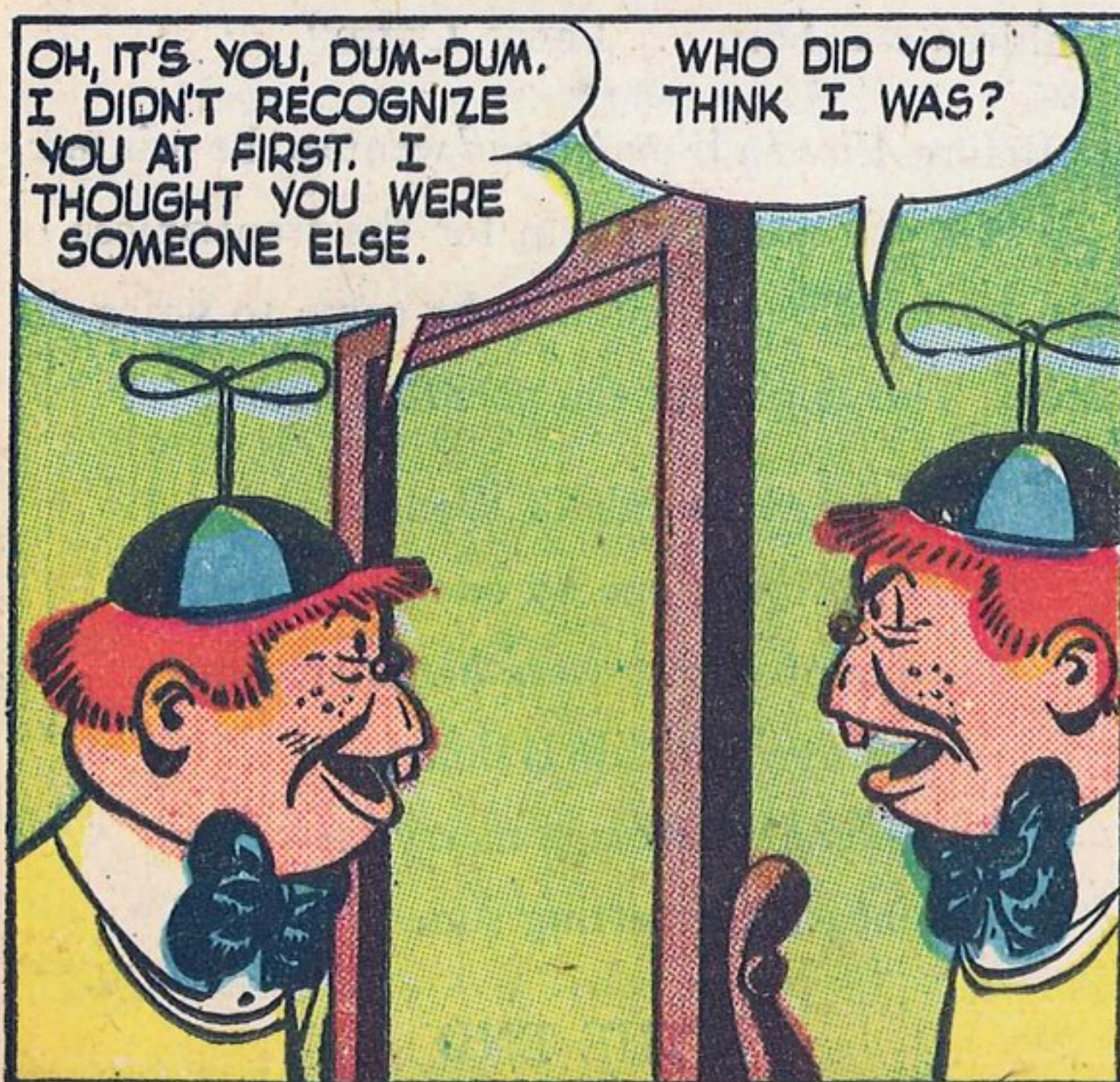
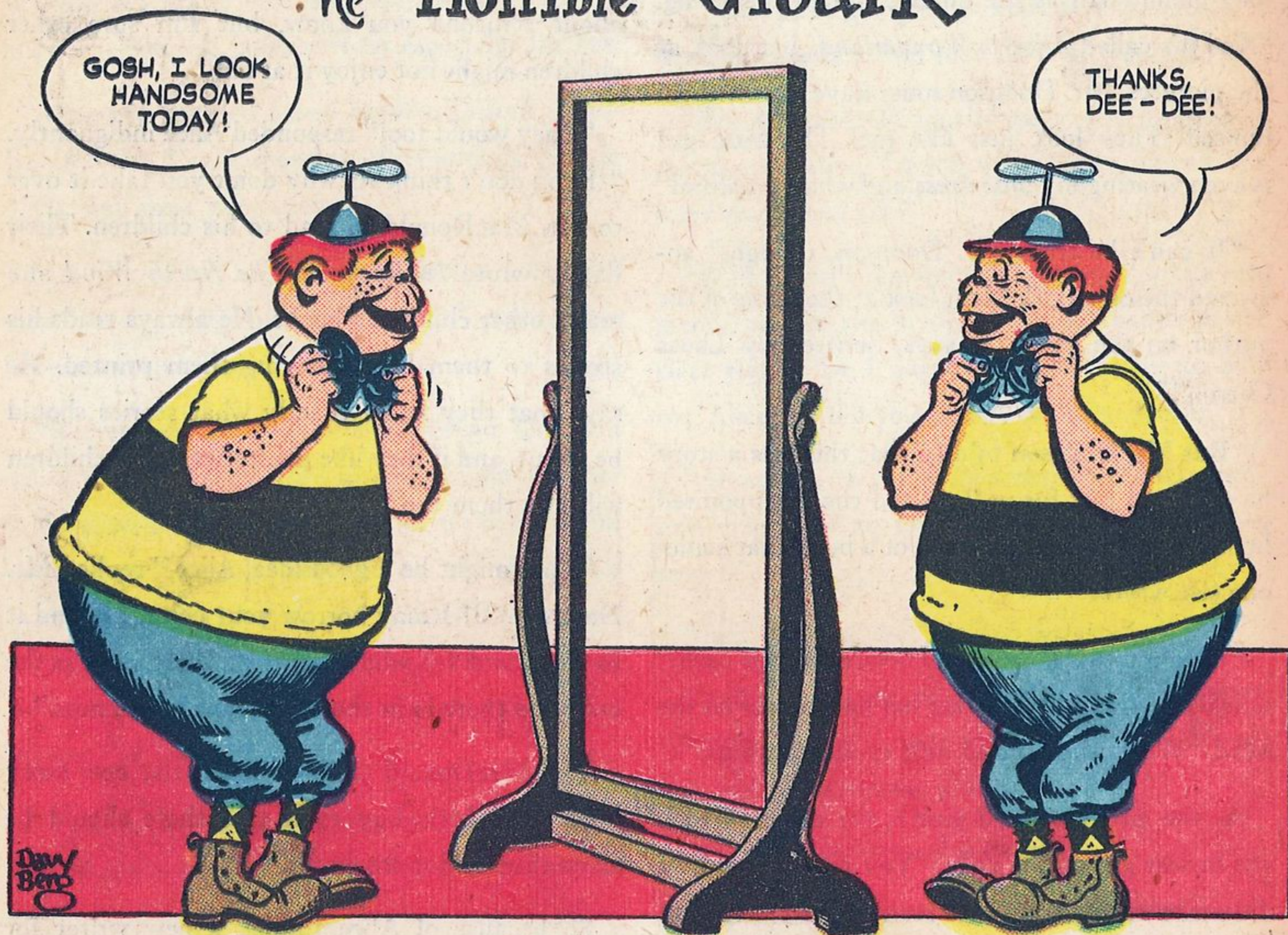
Thus grew the tale of Wonderland,  
Thus slowly one by one  
Its quaint events were hammered out  
And now the tale is done;  
And home we steer, a merry crew,  
Beneath the setting sun.

THE END



# The Tweedle Twins

vs.  
The Horrible Groark





SOMETHING WILL HAVE TO BE DONE! HALF THE TIME I DON'T KNOW WHETHER I'M YOU, OR YOU'RE ME!

OR VICE-VERSA.



WE MUST THINK OF SOME SOLUTION, DUM-DUM... YOU ARE DUM-DUM, AREN'T YOU?

I DON'T KNOW. THIS WALKING AROUND IN CIRCLES HAS CONFUSED ME.



ZOWIE! I HAVE A WONDERFUL IDEA!

**BUMP**



LET'S YOU AND ME PUT ON DIFFERENT DISGUISES! THEN IT WILL BE EASY FOR US TO TELL EACH OTHER APART.

SAY! THAT SOUNDS LIKE A PEACHY SCHEME.



IT IS A PEACHY SCHEME. LET'S MEET AT CREEPY HOLLOW IN AN HOUR.

I'LL BE WEARING A DISGUISE SO YOU CAN RECOGNIZE ME.



YOU RUN ALONG, DUM-DUM. I HAVE SOME HOUSE WORK TO DO. I'LL MEET YOU LATER.

OKAY, DEE-DEE. THIS WILL BE SUPER-KEEN FUN.

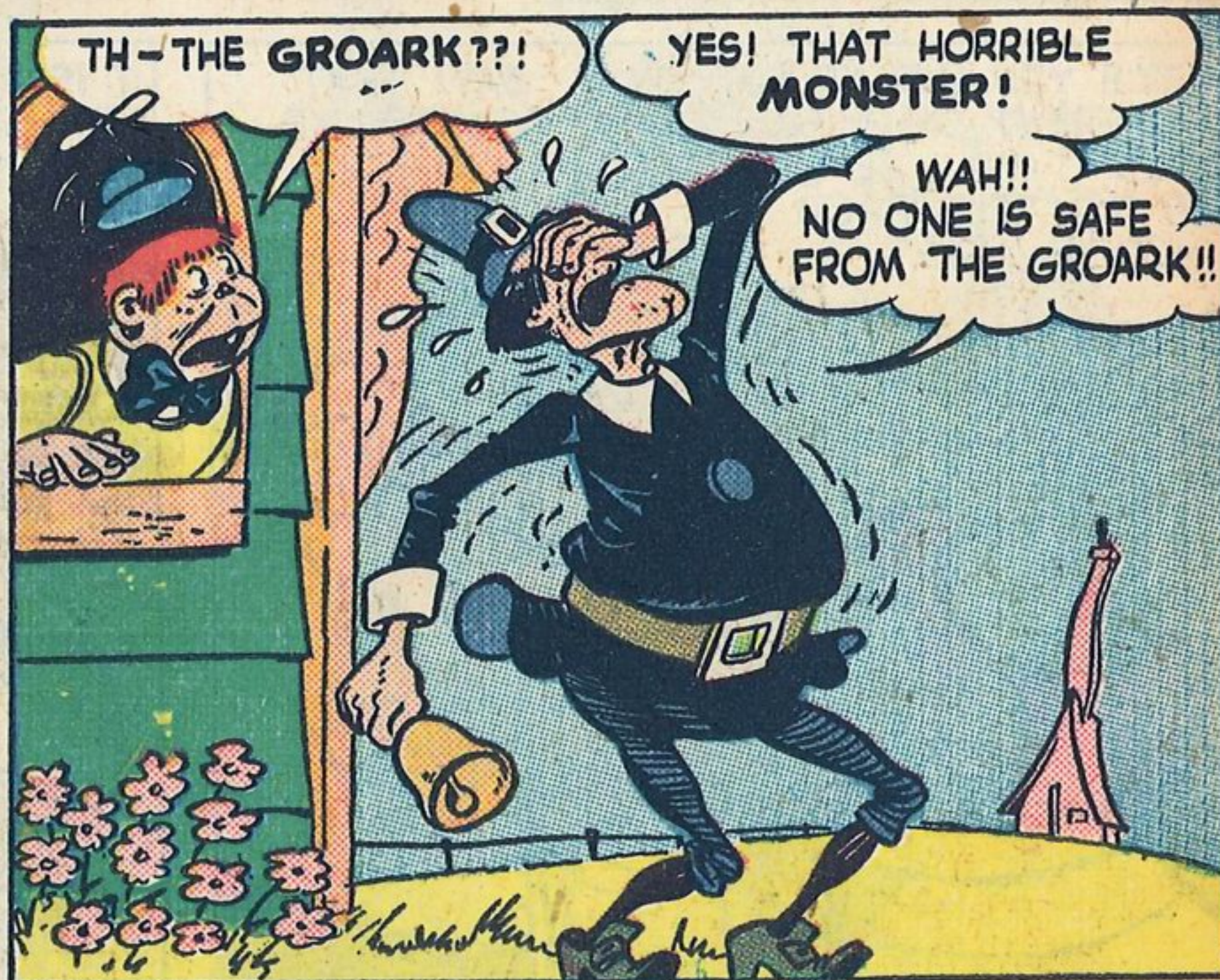
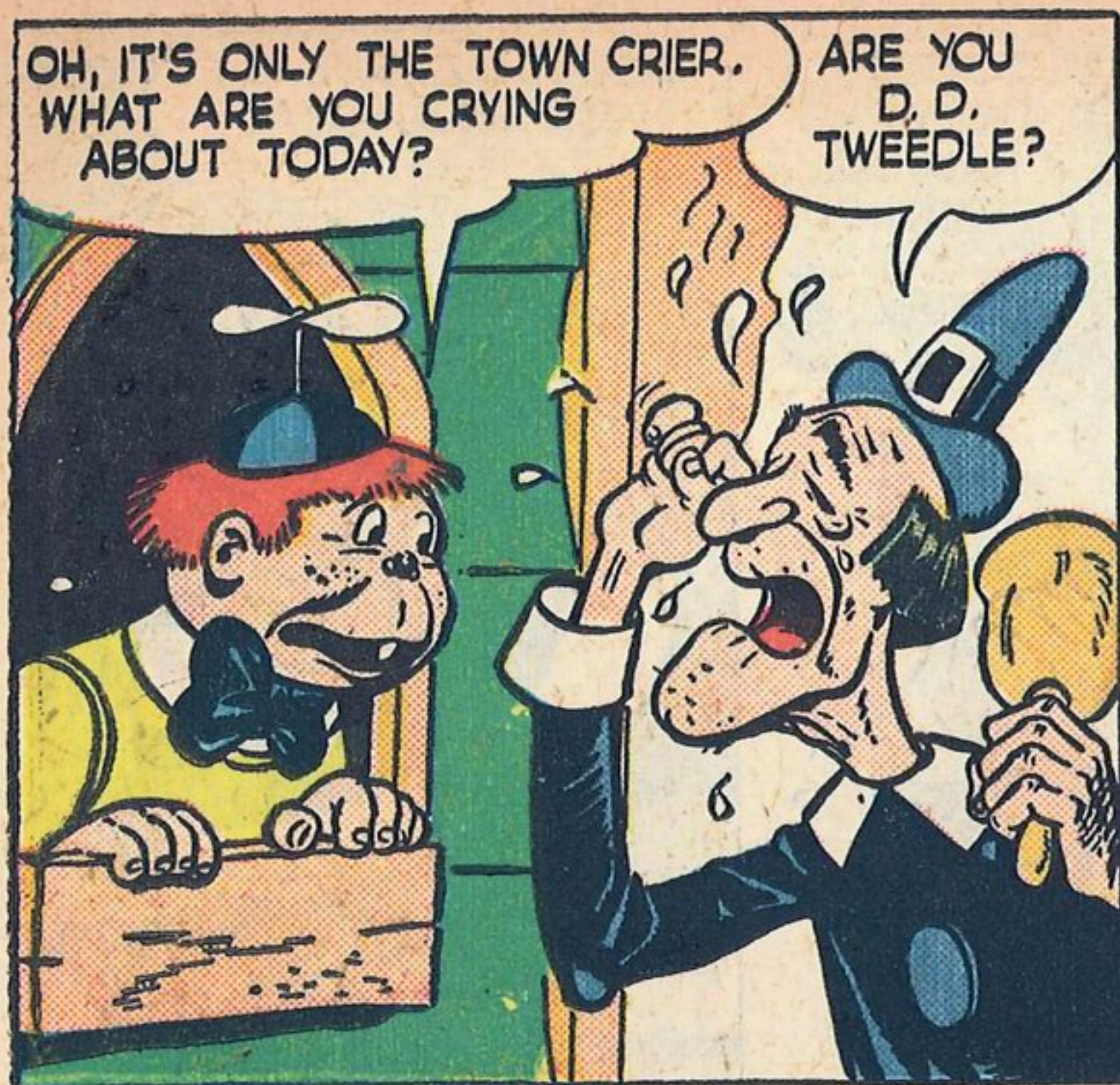


HUH?... WHAT'S THAT? SOUNDS LIKE SOME ONE'S CRYING!

BOO-HOO!!







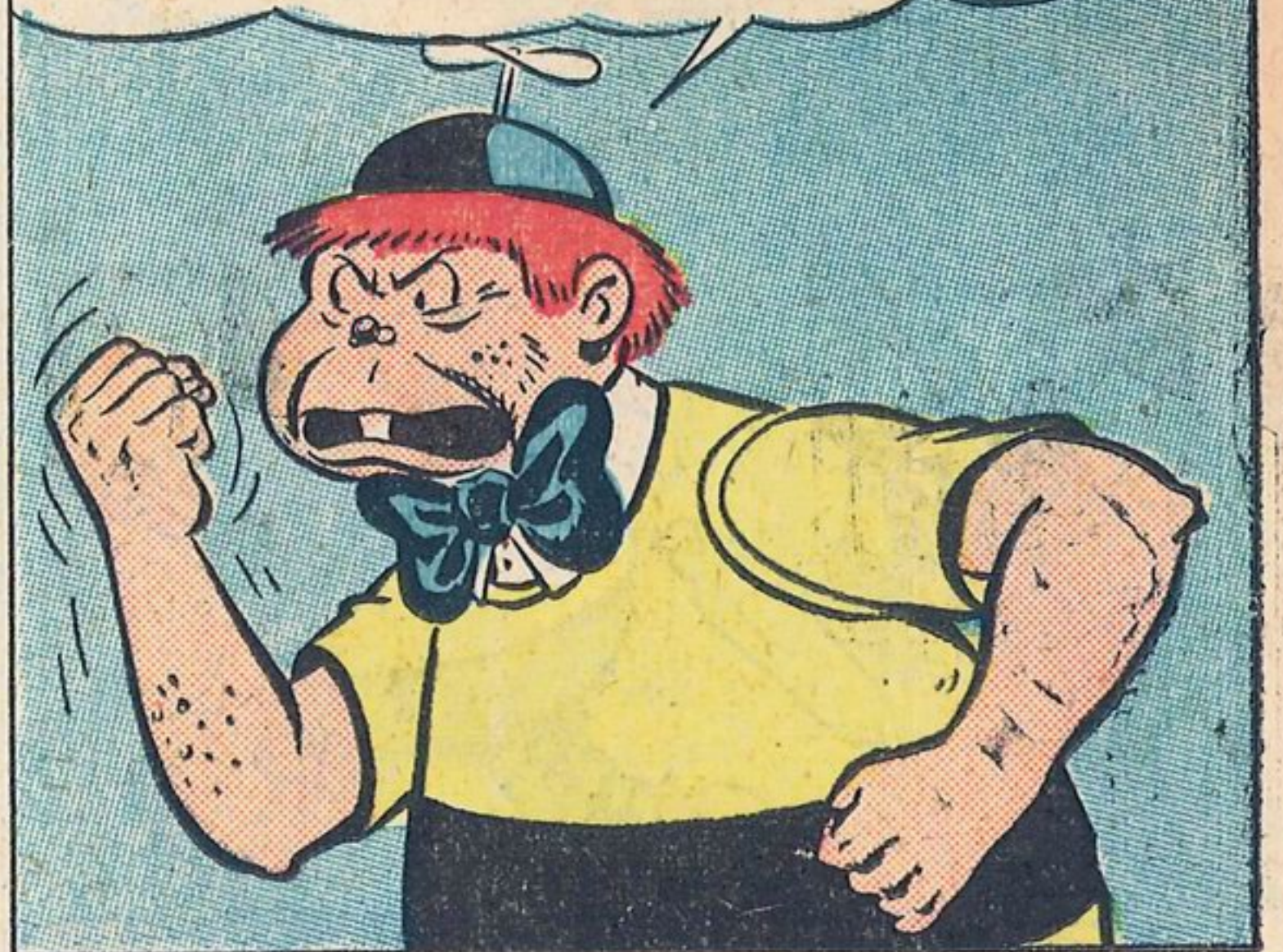


OH THIS IS AWFUL! WITH THE GROARK IN TOWN, IT'S NOT SAFE FOR MAN OR BEAST ...OR EVEN DUM-DUM!

WHAT A BEAUTIFUL DAY!



POOR, HELPLESS DUM-DUM, ALONE IN THE WOODS WITH THAT HORRIBLE OLD GROARK! THIS REQUIRES SOMEONE WITH A **BRAVE HEART** AND **NERVES OF STEEL**!!

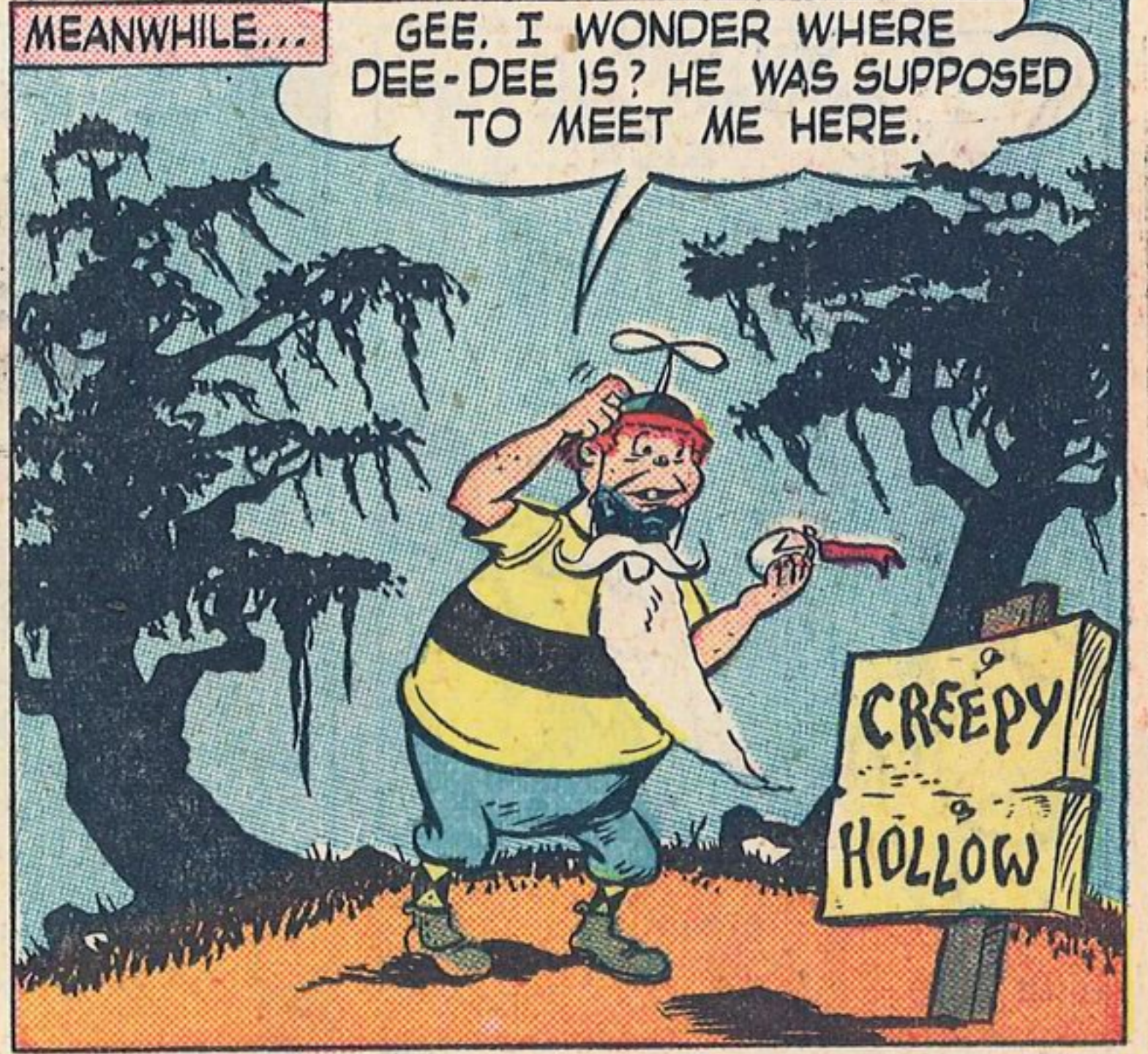


M-MAYBE ONE WILL COME ALONG.



MEANWHILE...

GEE. I WONDER WHERE DEE-DEE IS? HE WAS SUPPOSED TO MEET ME HERE.



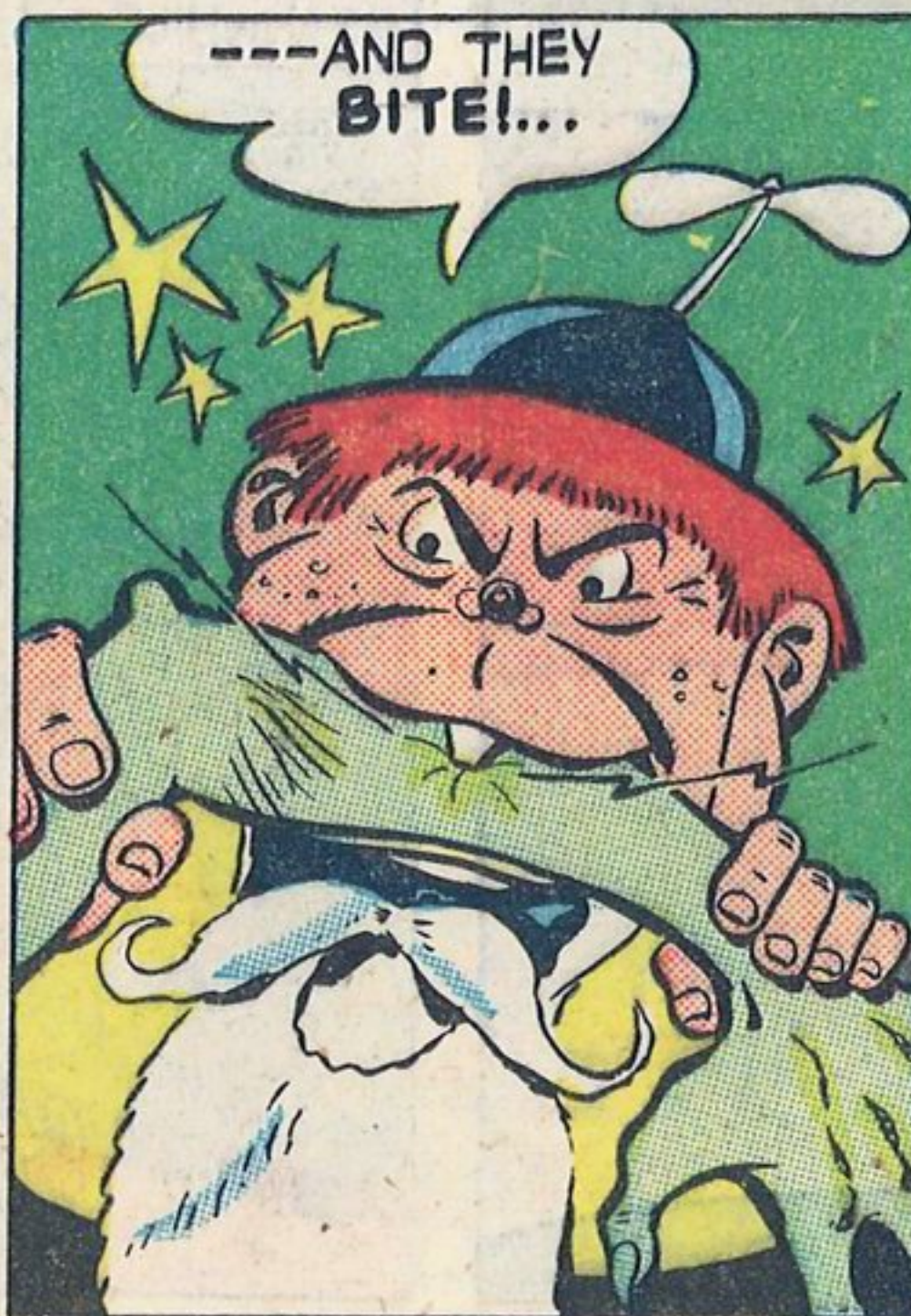
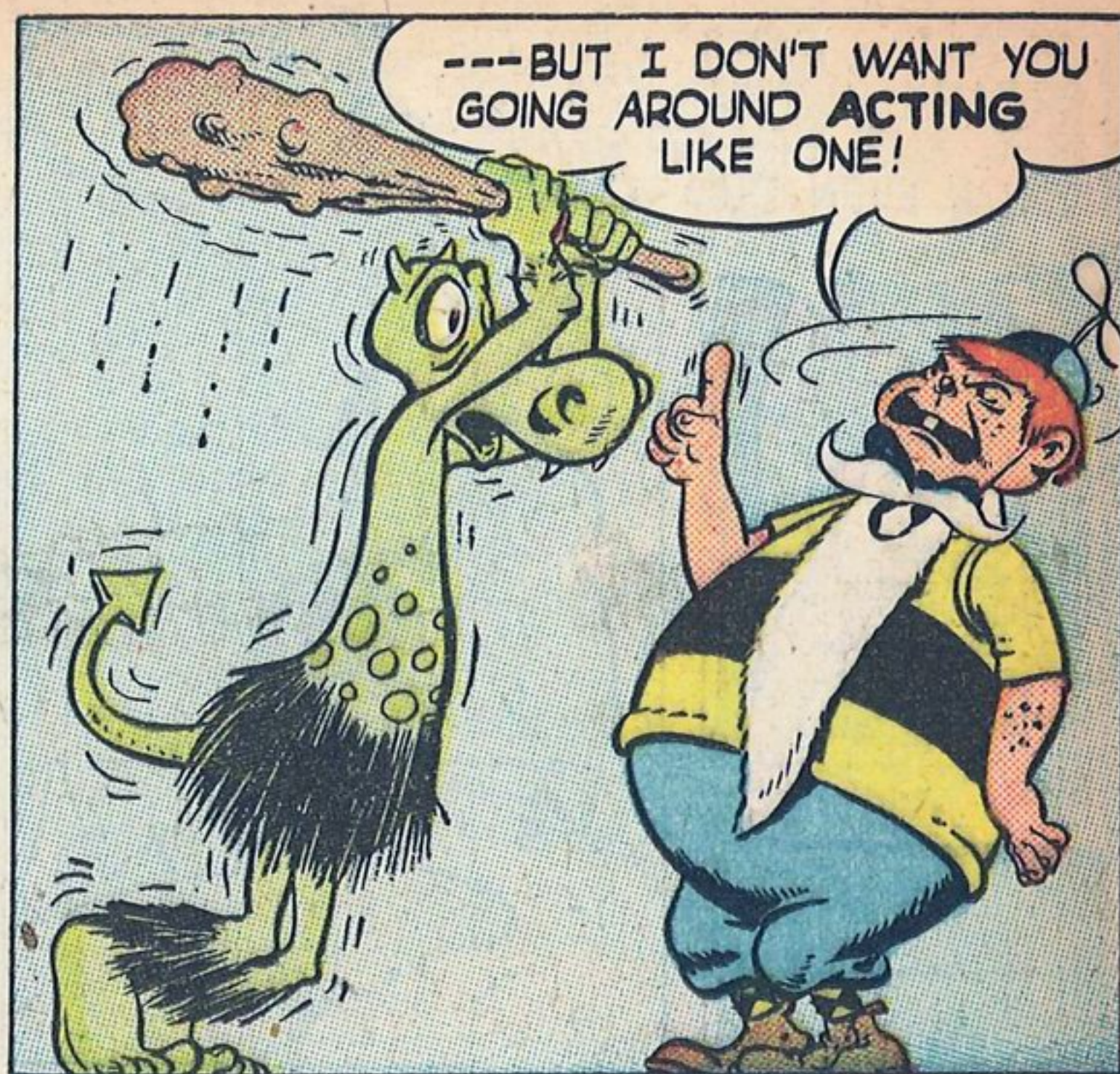
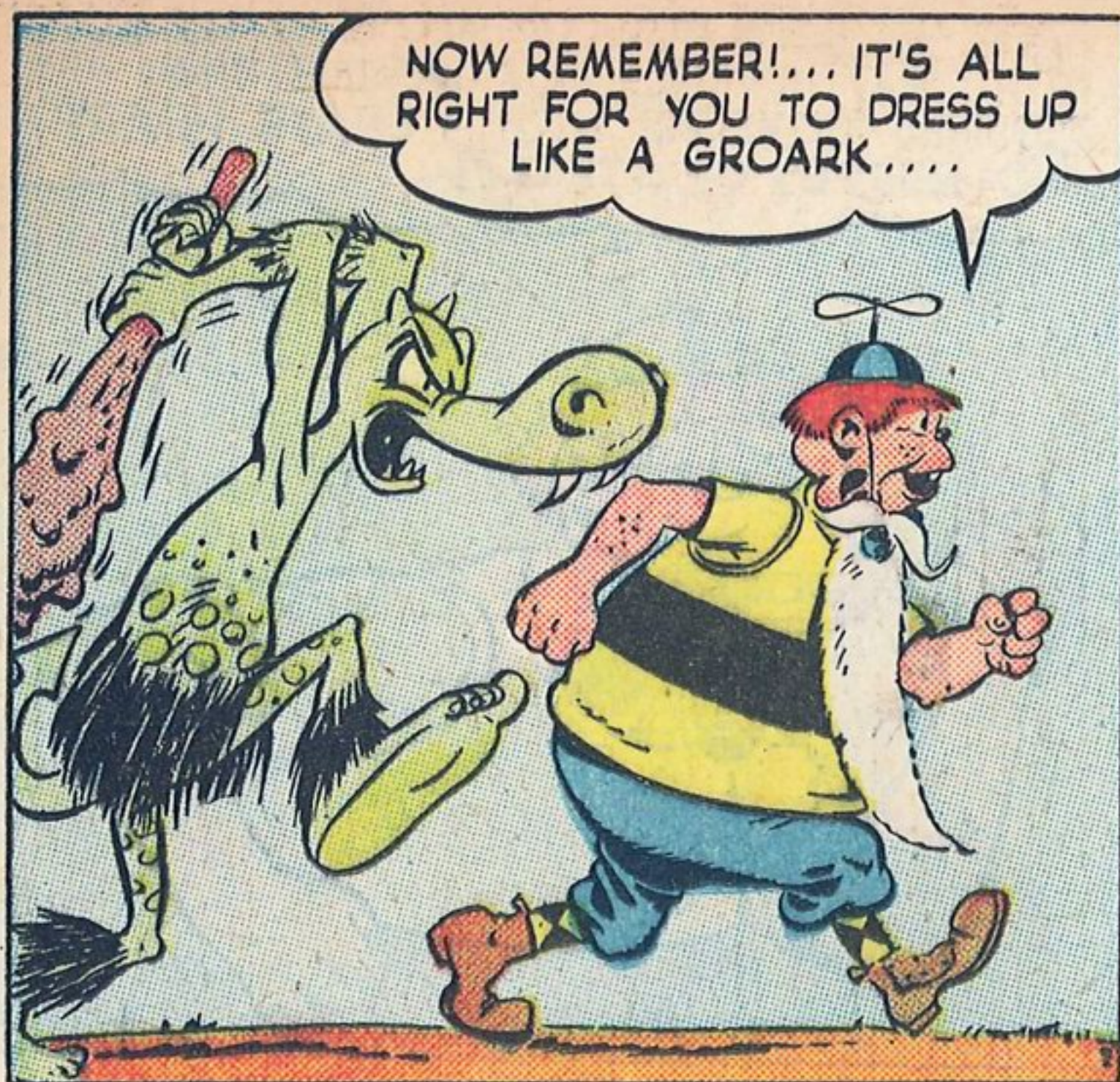
AH!...THIS MUST BE DEE-DEE NOW! I CAN HARDLY WAIT TO SEE WHAT KIND OF A DISGUISE HE'S WEARING.



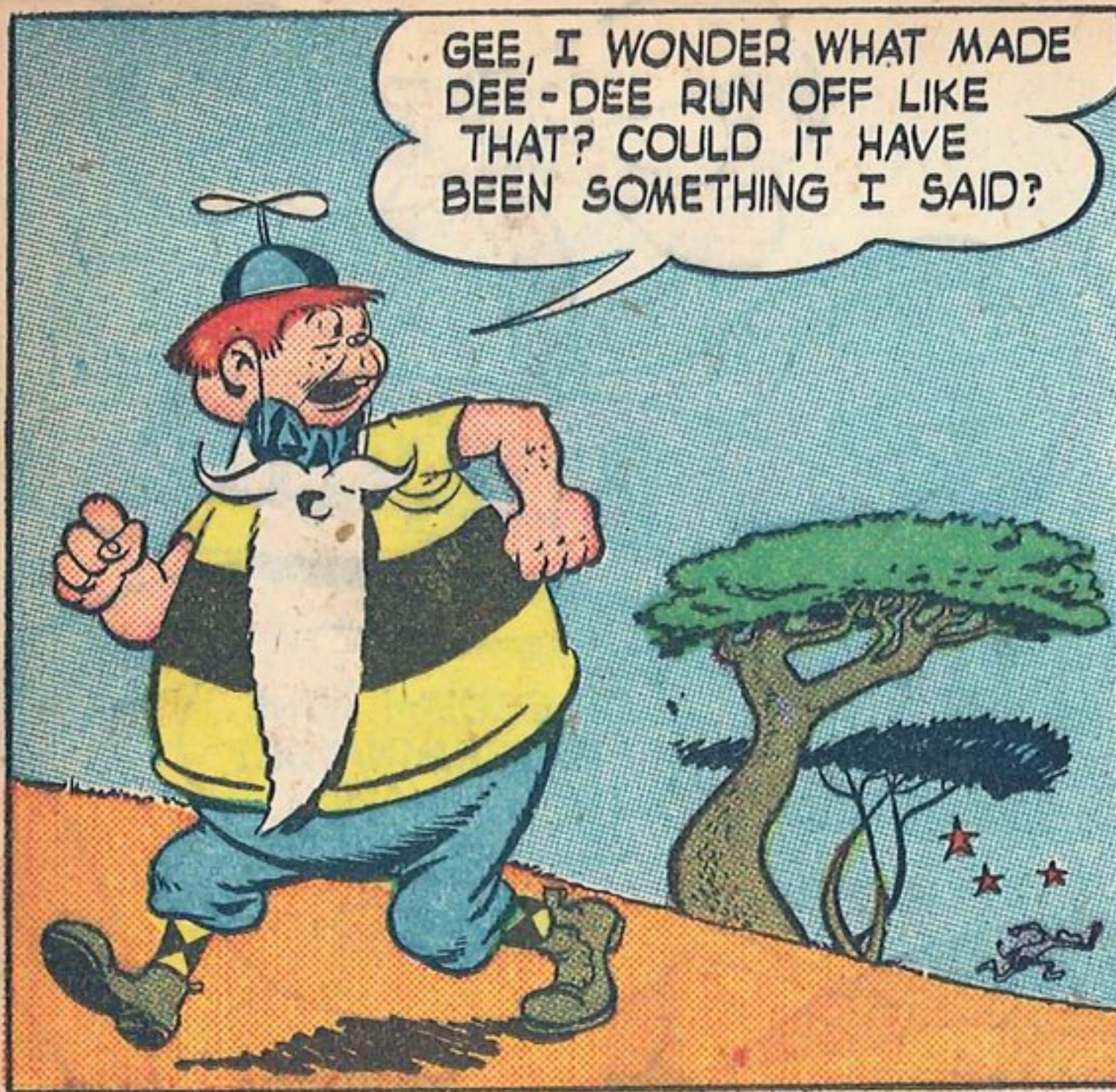
GEE. THAT'S A **WONDERFUL** DISGUISE, DEE-DEE. IF I DIDN'T KNOW WHO YOU REALLY WERE, I'D ALMOST THINK YOU WERE A REAL, LIVE, HONEST-TO-GOODNESS GROARK.



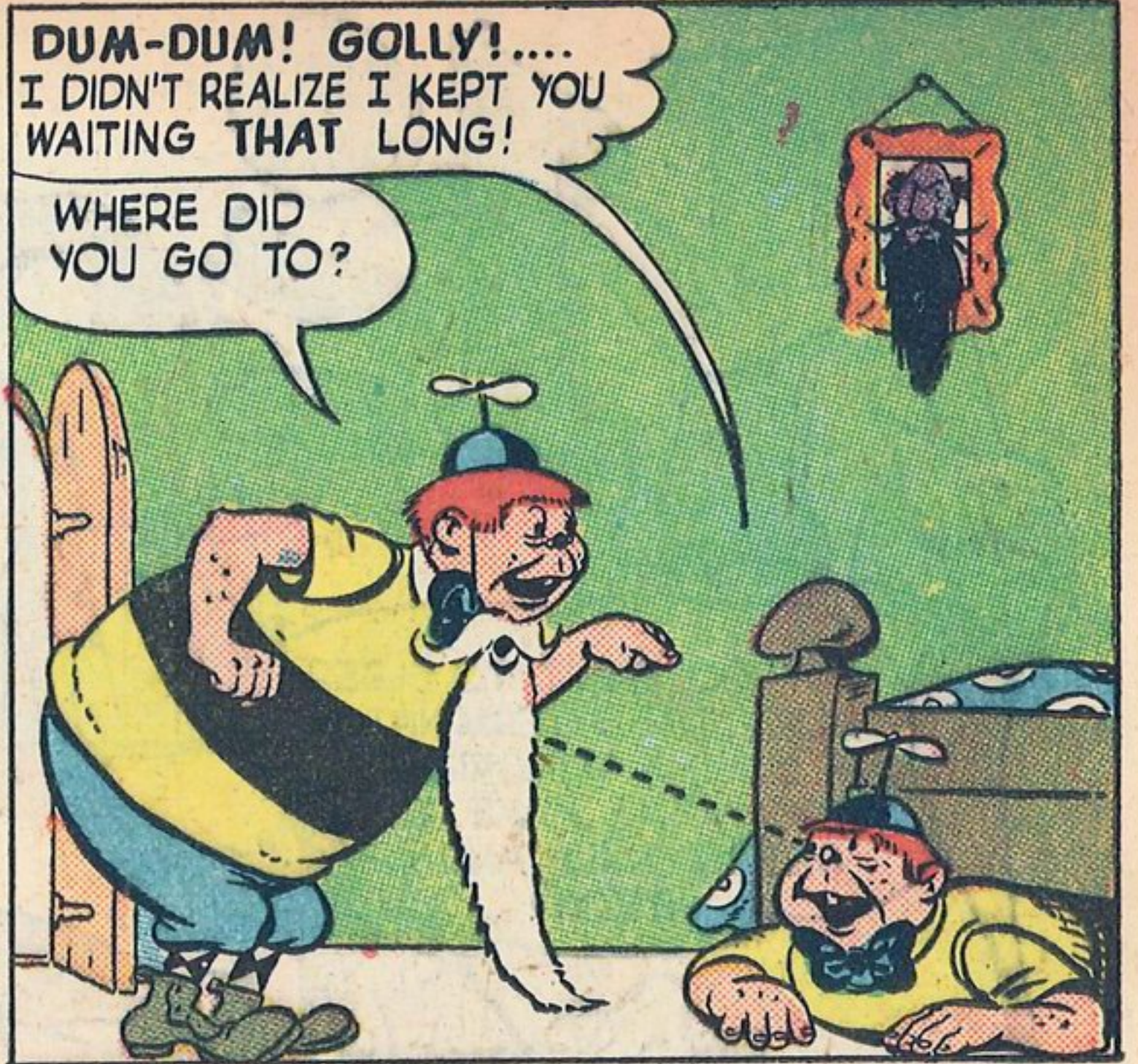








GEE, I WONDER WHAT MADE DEE-DEE RUN OFF LIKE THAT? COULD IT HAVE BEEN SOMETHING I SAID?



DUM-DUM! GOLLY!.... I DIDN'T REALIZE I KEPT YOU WAITING THAT LONG!

WHERE DID YOU GO TO?

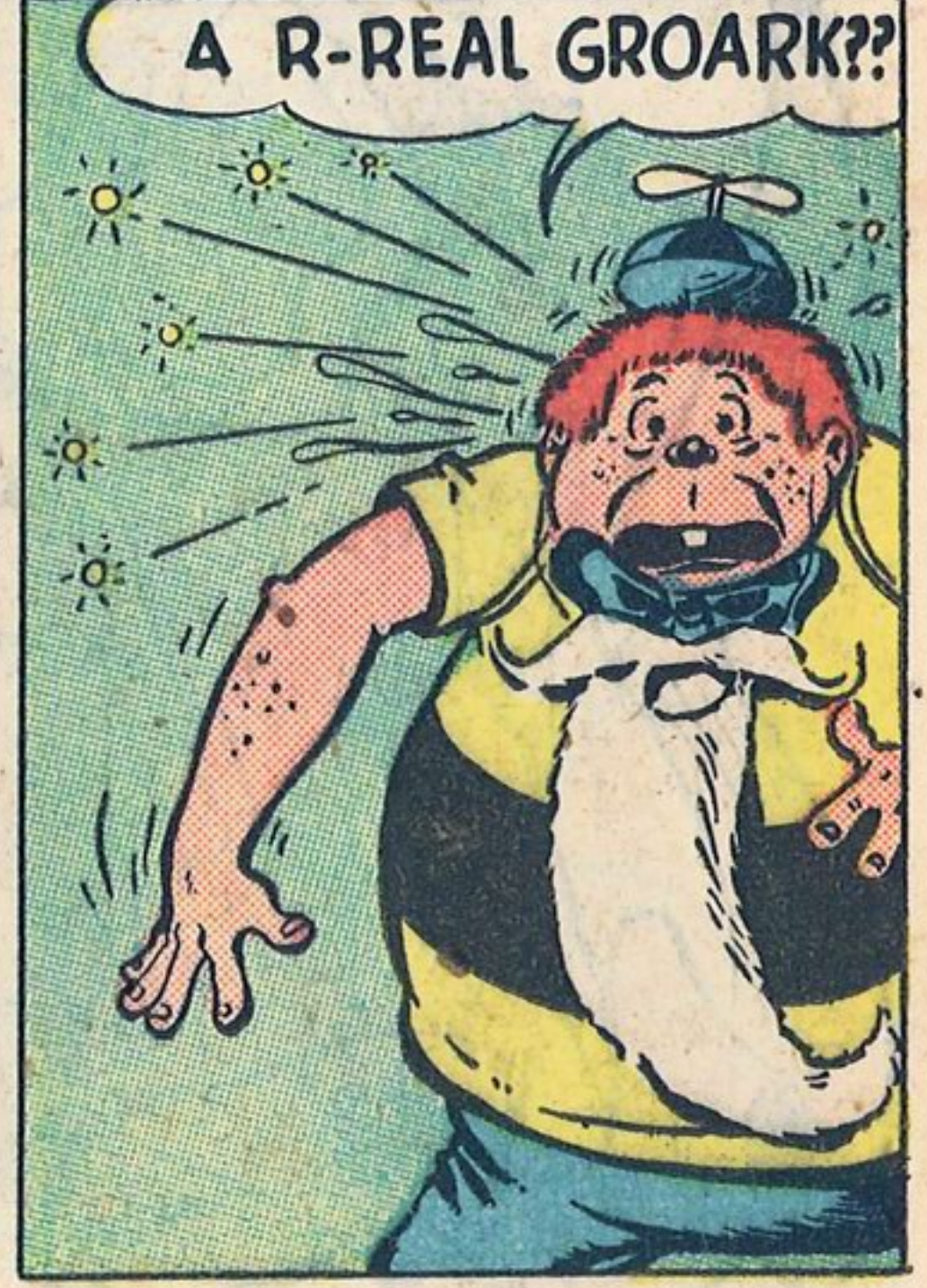


I DIDN'T GO ANYPLACE! I'VE BEEN HERE UNDER THE BED ALL DAY!

BUT THAT'S IMPOSSIBLE! I WAS JUST TALKING TO YOU DOWN IN CREEPY HOLLOW! YOU WERE DRESSED UP AS A GROARK!



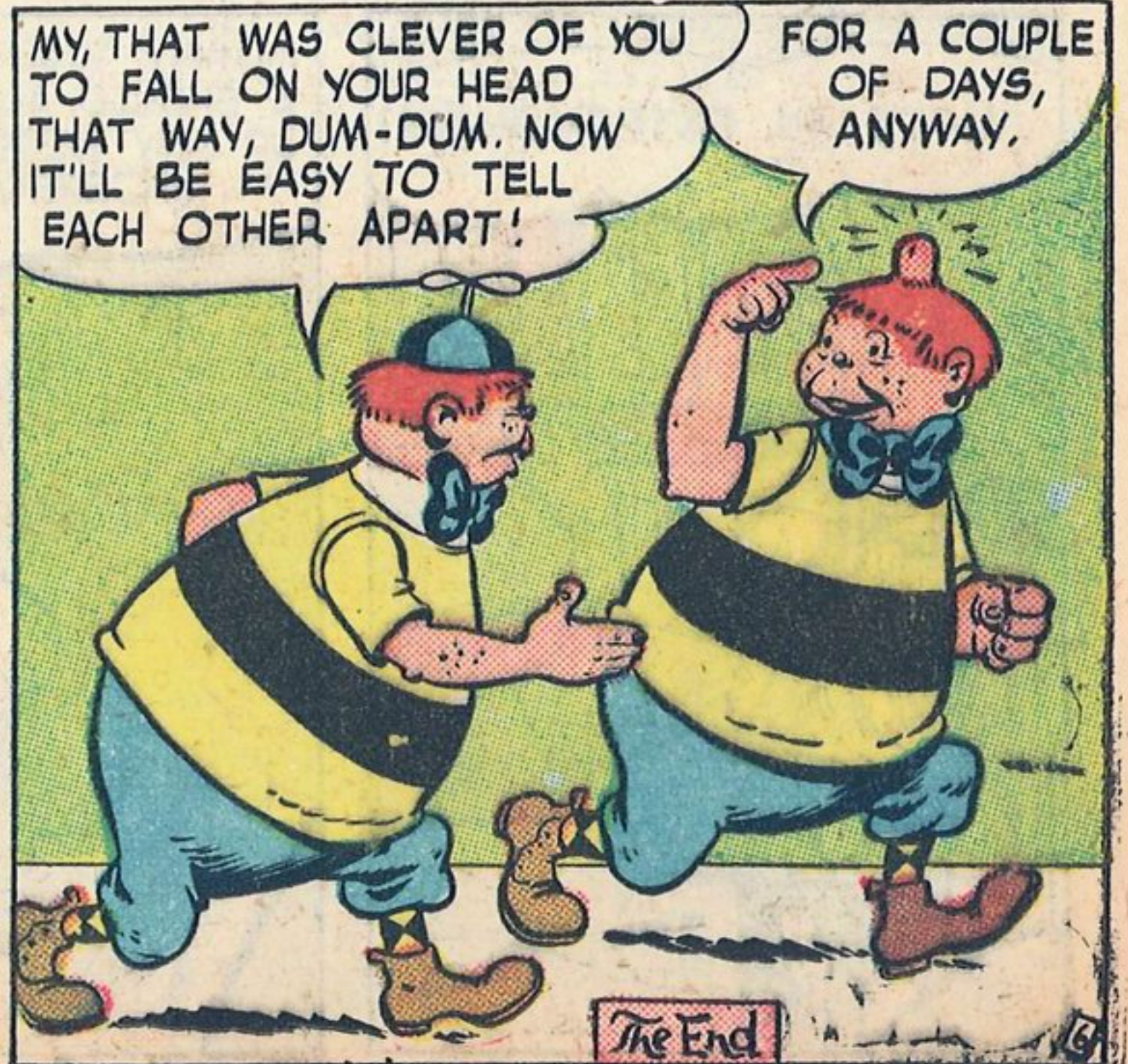
I HAVEN'T SET FOOT OUTSIDE OF THE HOUSE SINCE YOU LEFT! THAT MUST HAVE BEEN A REAL GROARK WERE TALKING TO!



A R-REAL GROARK??



GOLLY! HE'S FAINTED.



MY, THAT WAS CLEVER OF YOU TO FALL ON YOUR HEAD THAT WAY, DUM-DUM. NOW IT'LL BE EASY TO TELL EACH OTHER APART!

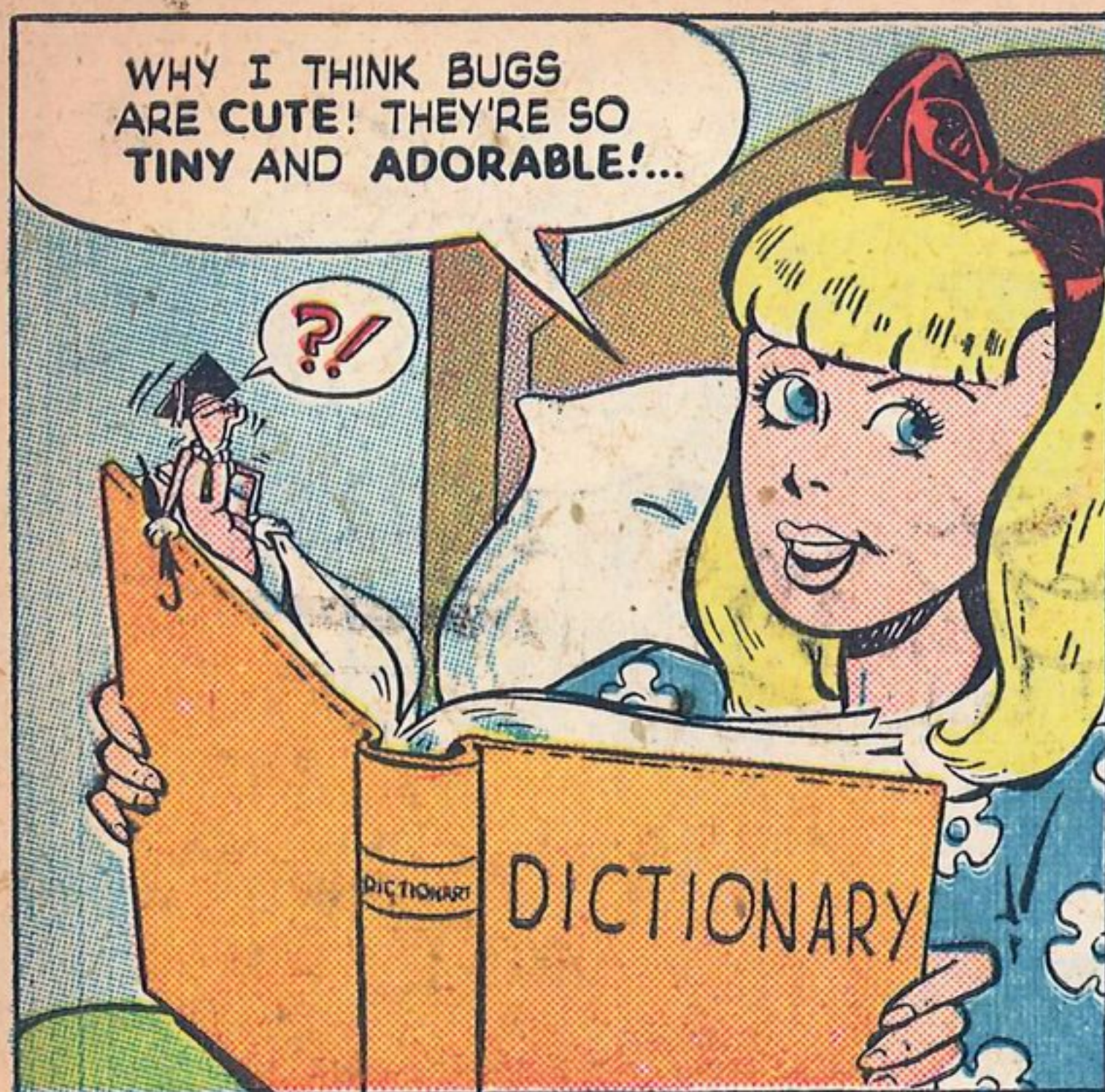
FOR A COUPLE OF DAYS, ANYWAY.

The End











WELL, IF YOU DON'T WANT TO HARM ME, WHY DO YOU COME SNEAKING AROUND IN MY ROOM? WHY AREN'T YOU OUT IN THE GARDEN WHERE YOU BELONG?

WHEW..LET ME CATCH MY BREATH AND I'LL EXPLAIN! (PUFF)



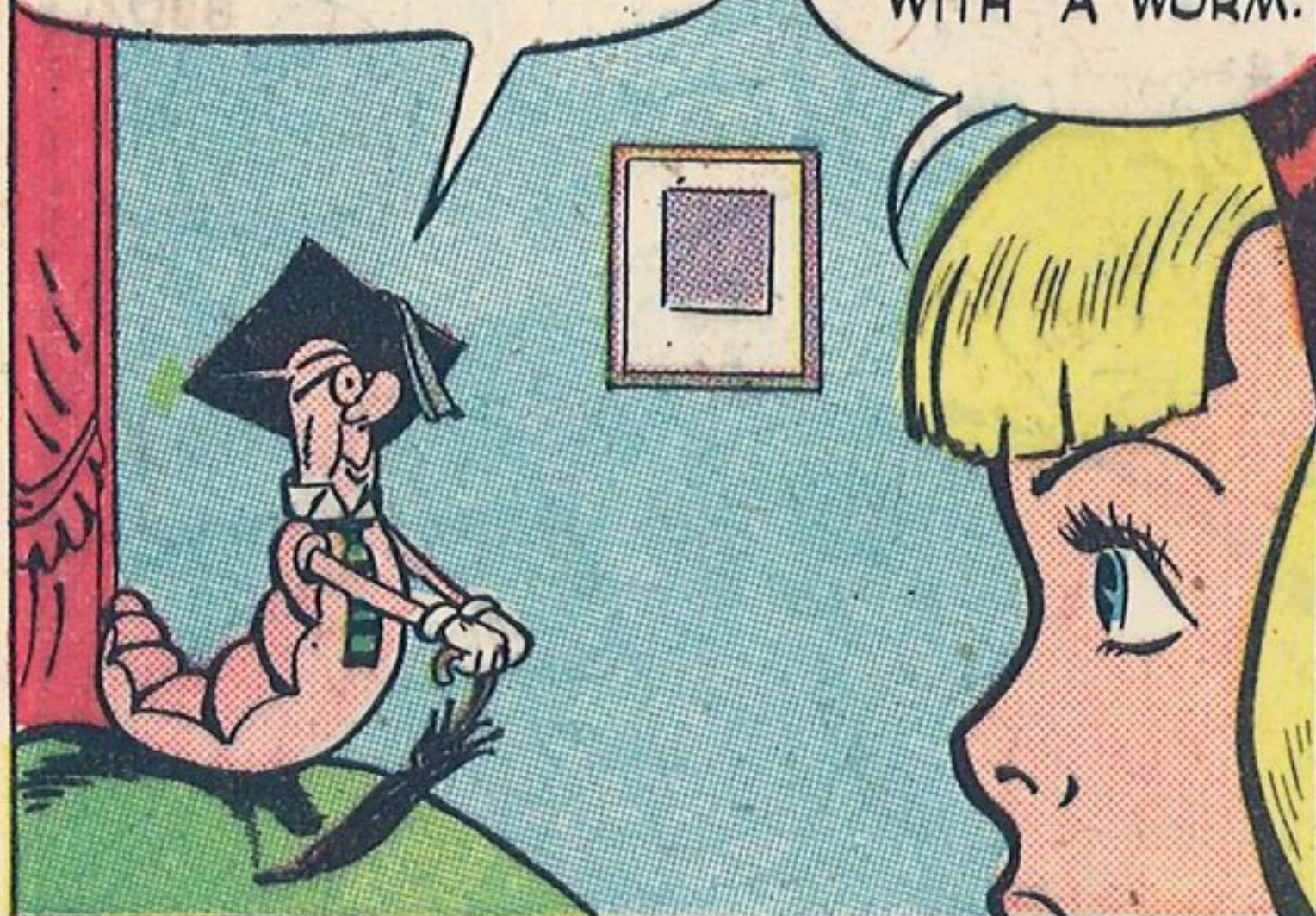
TO BEGIN WITH, THE NAME IS EUSTACE P. BOOKWORM, L.L.D., PH. D., AND D.D.T. I HAVE MADE MY HOME IN YOUR DICTIONARY FOR THE PAST TWO AND A HALF YEARS...

IN MY DICTIONARY?



...PAGE 347, LEFT HAND SIDE OF THE PAGE, BETWEEN 'STAMMER' AND 'STANDSTILL'. ...LOOK ME UP SOMETIME WHEN YOU'RE IN THE NEIGHBORHOOD...

THAT'S ALL VERY NICE, BUT I STILL FEEL FUNNY ABOUT HOLDING A CONVERSATION WITH A WORM.



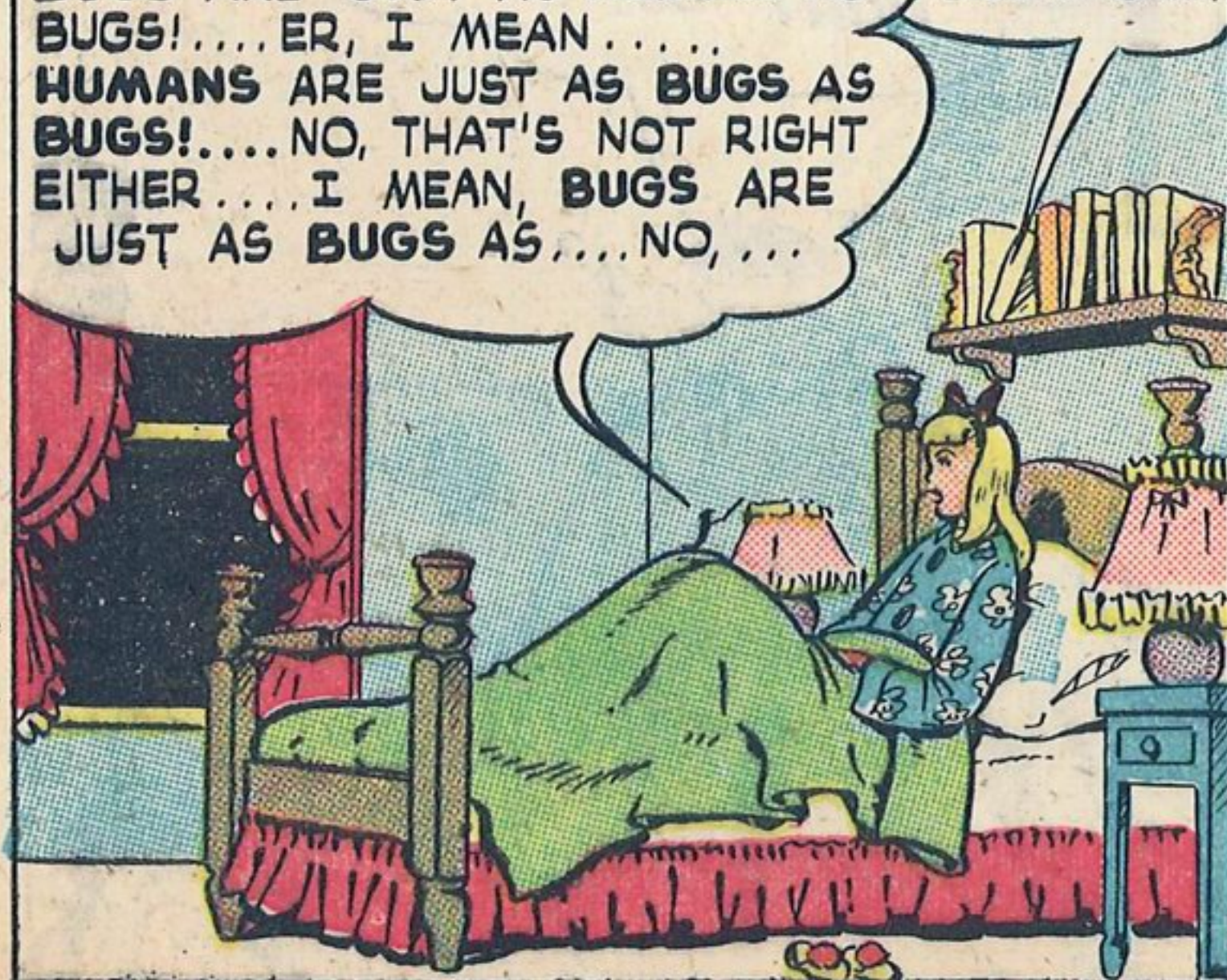
A **BOOK-WORM**, MY DEAR. A **BOOK-WORM!!!** THAT'S THE TROUBLE WITH YOU HUMANS! YOU DON'T KNOW THAT **INSECTS** HAVE FEELINGS, TOO!

OH, BUT THAT IS SILLY! HUMANS ARE **HUMAN!** BUGS ARE JUST, ...WELL...THEY'RE JUST **BUGS!**



YOU DON'T BELIEVE ME, EH?...VERY WELL! I WILL SHOW YOU-- WITH YOUR VERY OWN EYES, THAT **BUGS** ARE JUST AS **HUMAN** AS **BUGS!**....ER, I MEAN.... **HUMANS** ARE JUST AS **BUGS** AS **BUGS!**....NO, THAT'S NOT RIGHT EITHER....I MEAN, **BUGS** ARE JUST AS **BUGS** AS....NO, ...

I KNOW WHAT YOU MEAN, MR. BOOKWORM!



FIRST, I'M GOING TO SPRAY YOU WITH MY OWN, PATENTED, '**INSECTISIZER**'!... THIS WILL HELP TO GIVE YOU MORE OF A WORM'S EYE VIEW OF THINGS!

ARE YOU READY?..

I-I GUESS SO.



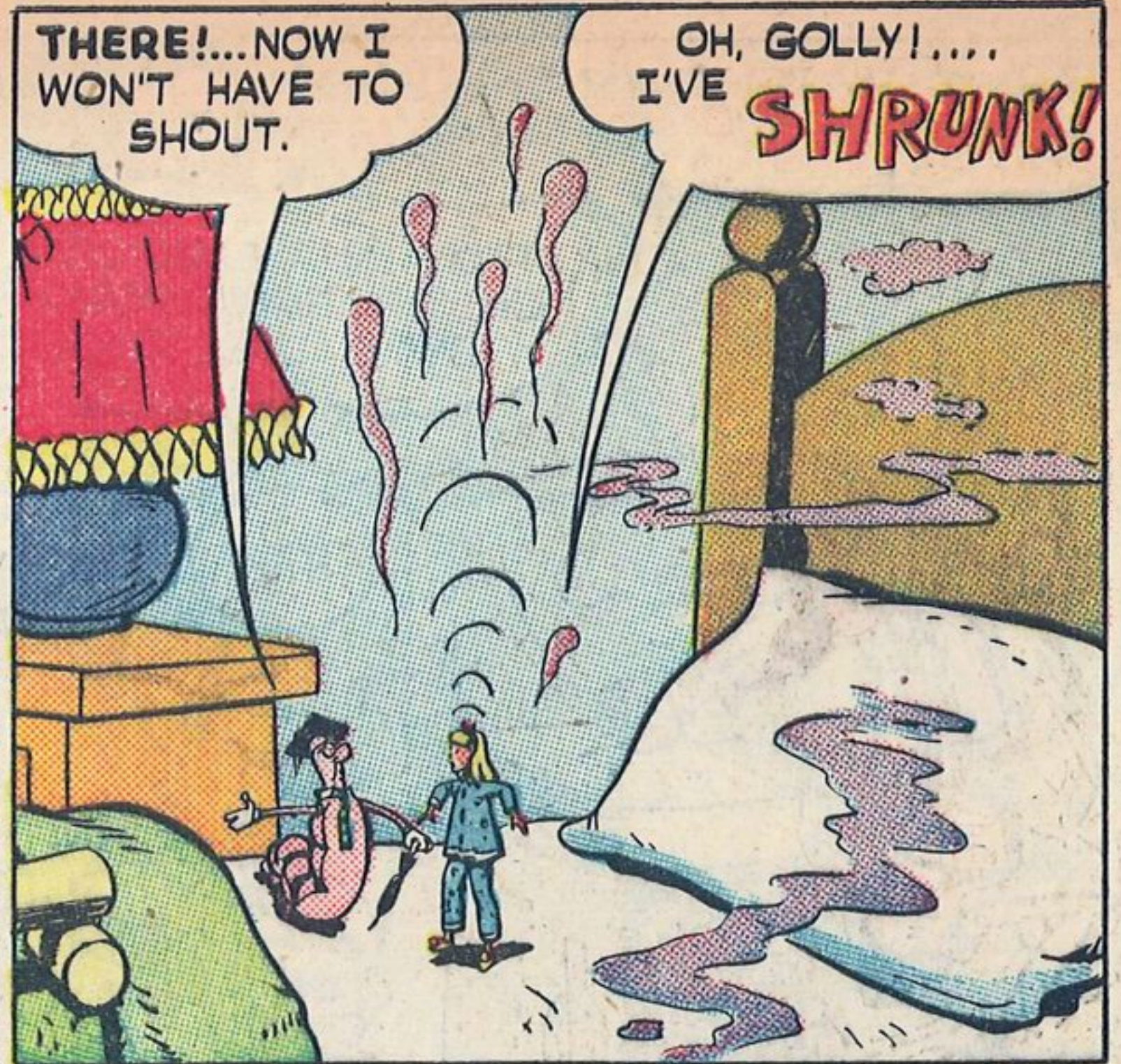




HERE GOES!...

OOH!...I FEEL SO FUNNY...

PHHT!



THERE!...NOW I WON'T HAVE TO SHOUT.

OH, GOLLY!... I'VE **SHRUNK!**

NOW THAT YOU'RE THE RIGHT SIZE, WE MUST HURRY DOWN TO BUGVILLE!

THEY WON'T TAKE TOO KINDLY TO THE IDEA OF THE EXTERMINATOR COMING HERE TOMORROW!



IF I KNOW INSECTS, THEY'RE PLANNING SOME SORT OF DREADFUL REPRISAL THIS VERY INSECT! ...ER, I MEAN INSTANT!

OH, MY HEAVENS!



CAREFUL NOW!... DON'T SLIP! IT'S A SHEER DROP OF A FOOT AND A HALF!

I...I'LL TRY NOT TO!

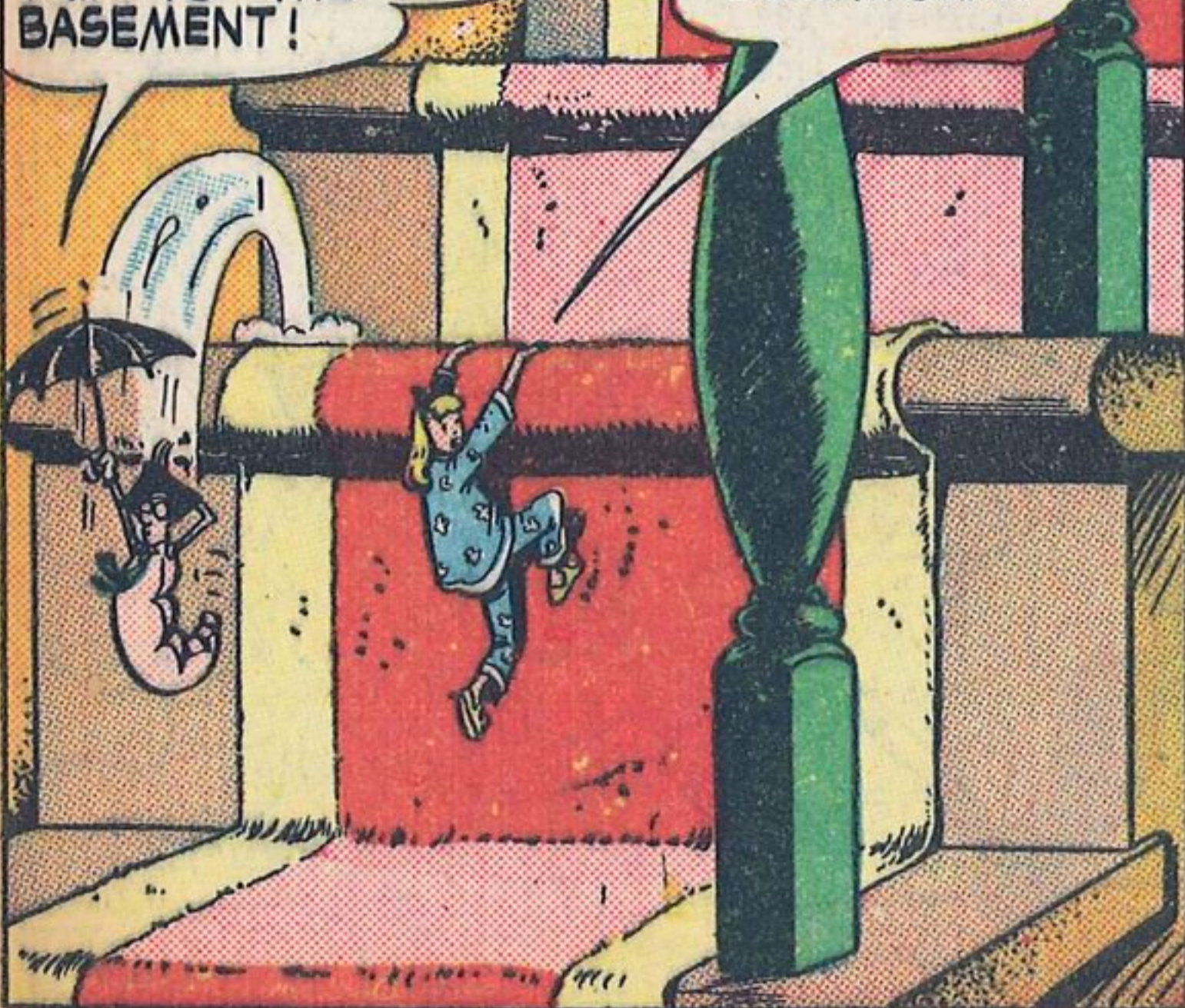
GOLLY, IT'S A LUCKY THING I NEVER ROLLED OUT OF BED!...

GERONIMO!



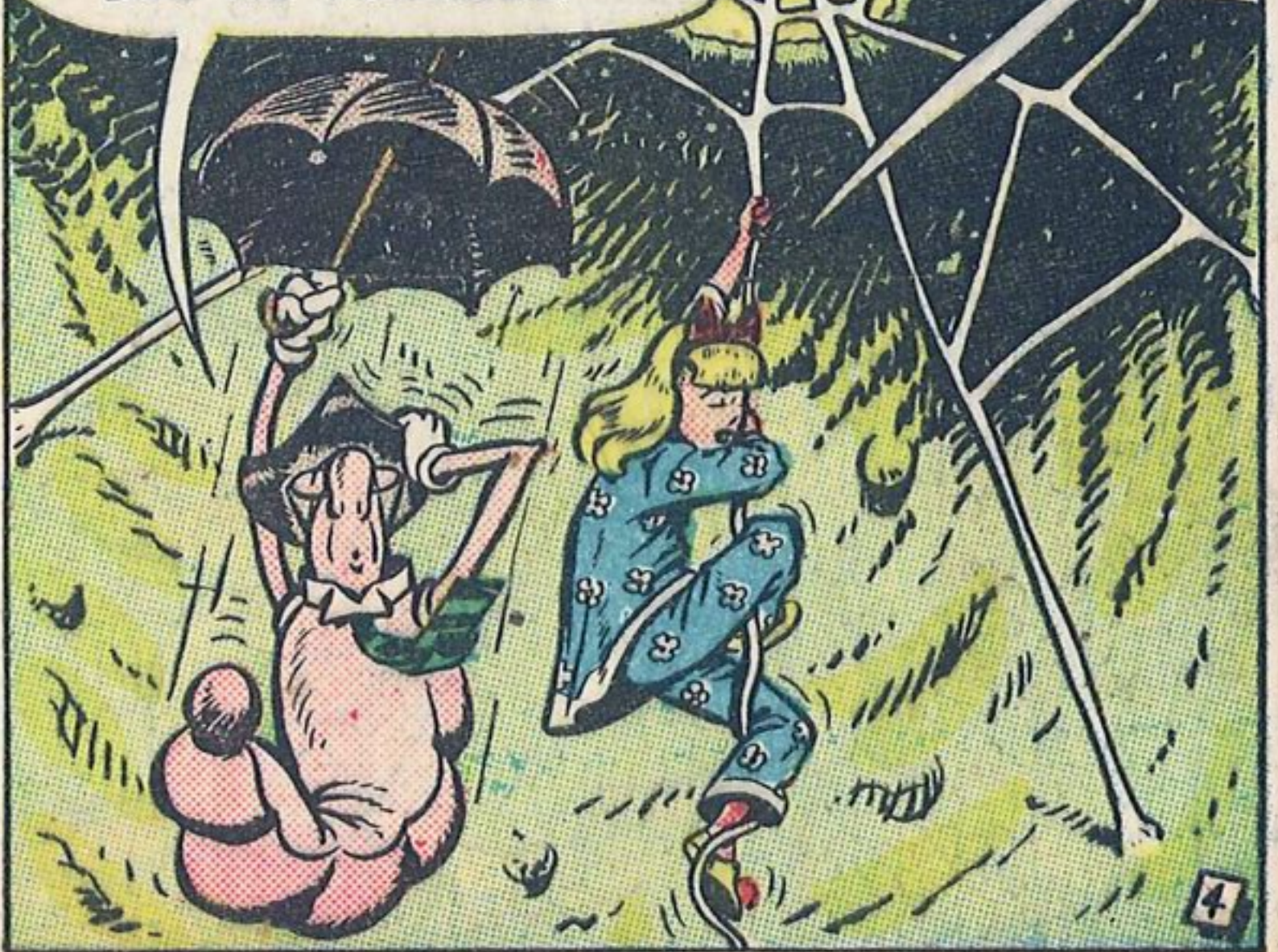
HURRY, ALICE... IT'S A GOOD THREE HOUR TRIP TO THE BASEMENT!

I'M HURRYING AS FAST AS I CAN, MR. BOOKWORM!



WE'RE ALMOST THERE! IT'S AT THE BOTTOM OF THIS DIRT HOLE. NOW DON'T LET ON THAT YOU'RE HUMAN... TRY TO ACT AS MUCH LIKE A BUG AS POSSIBLE.

HOW DO YOU DO THAT?





...AND I SAY WE CHEW THIS HOUSE  
RIGHT DOWN TO THE GROUND!..TONIGHT!

IT'LL BE A GOOD JOKE  
ON THE EXTERMINATOR  
WHEN HE COMES TOMORROW!

LET'S START  
NOW!

H'RAY.

I'M ALL  
FOR IT!

OH DEAR, MR. BOOKWORM, DID  
YOU HEAR THAT??... THEY'RE  
GOING TO WRECK MY  
HOUSE?...

SHH-HH,  
MY CHILD...  
THEY'LL HEAR  
YOU!

OOH...I'M FALLING!  
EEEKK!

LOOK!... A HUMAN  
BEAN!!

OH DEAR!

HALP!

INVASION!

WHAT'S THE IDEA OF BRINGING A HUMAN BEAN  
TO THE MEETING, BOOKWORM??... WHADDYA  
CRAZY OR SOMETHING??... NEXT TO A MOLE,  
A HUMAN BEAN IS OUR WORST ENEMY!!

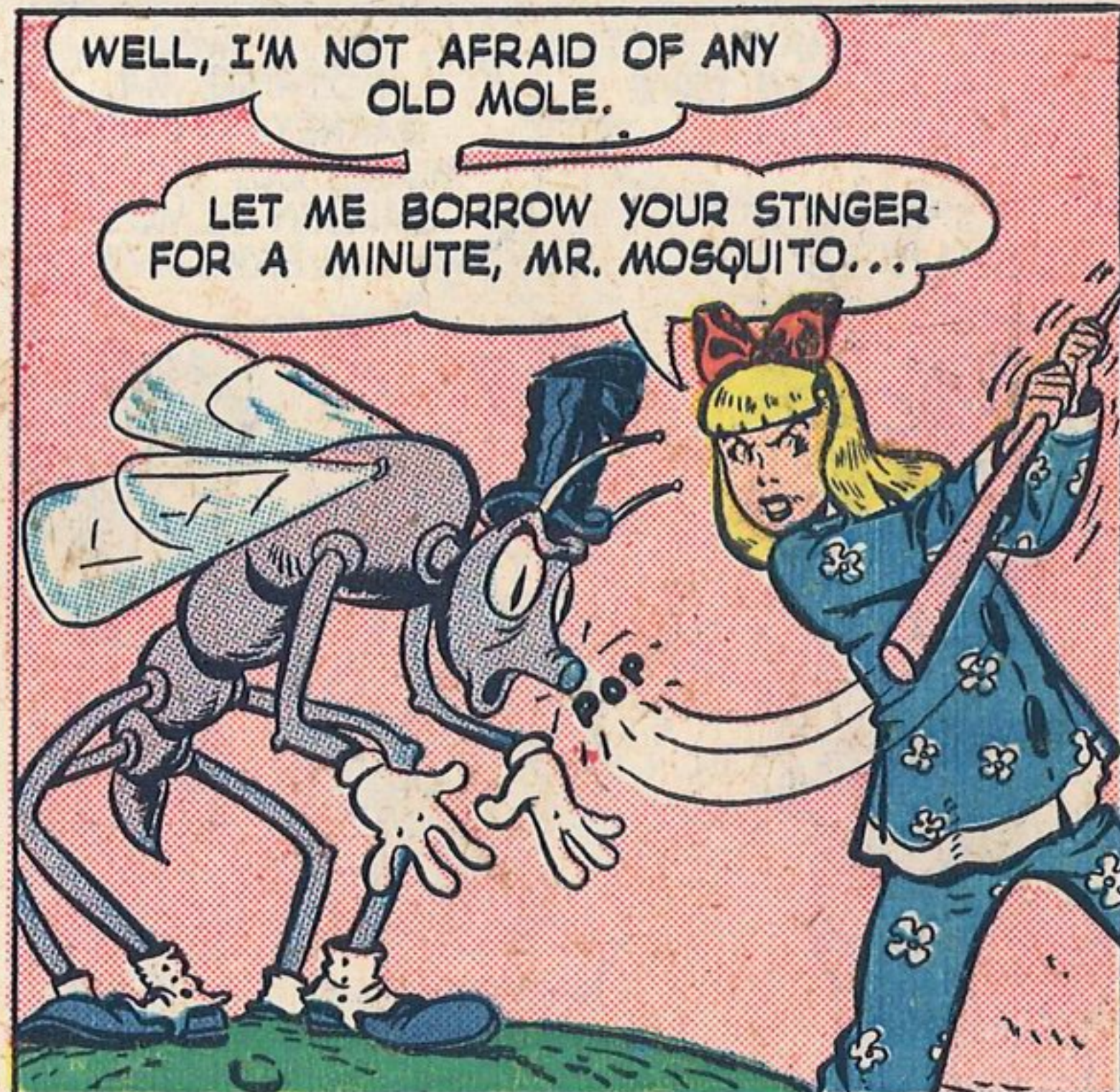
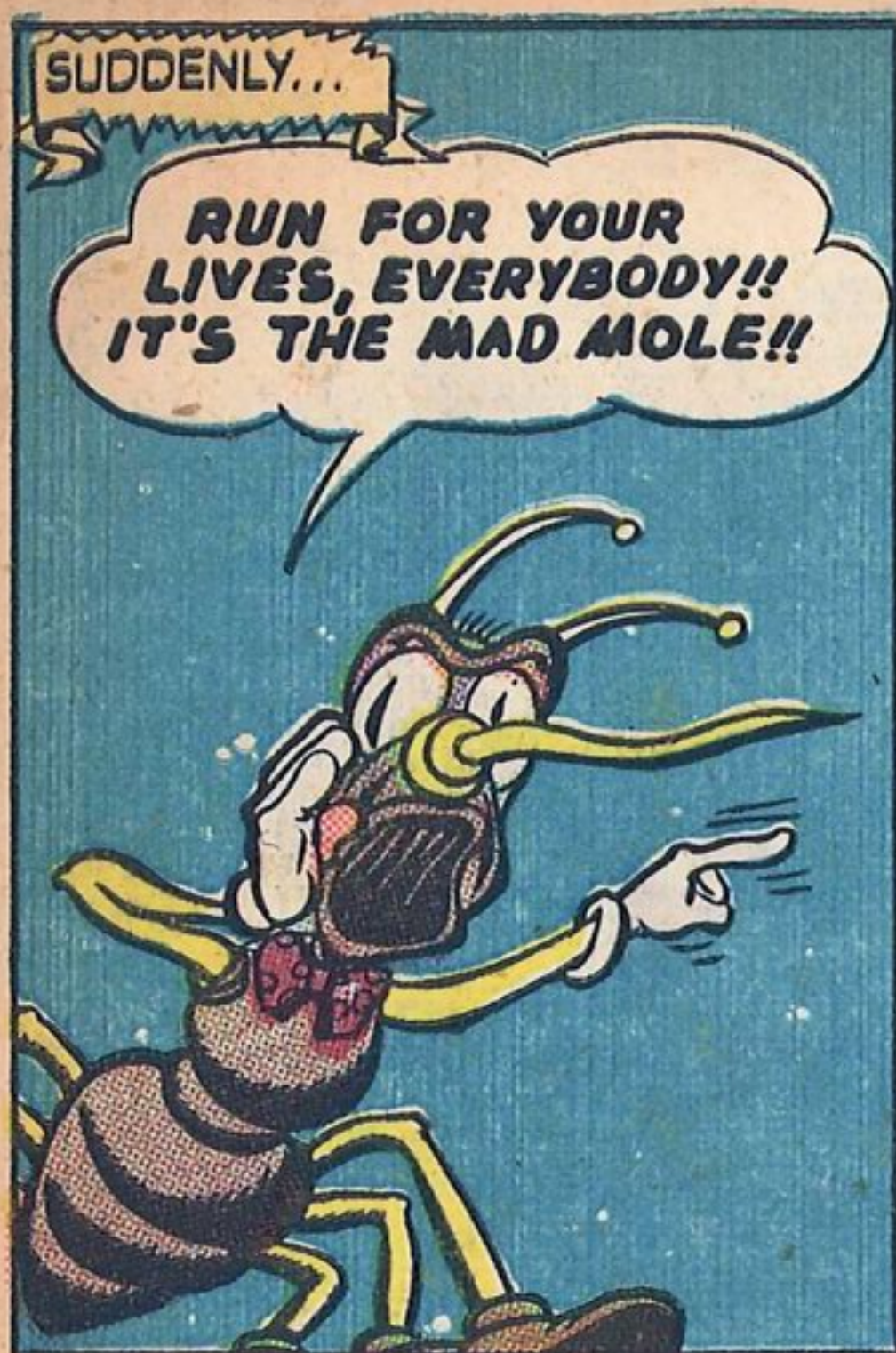
YEAH!...

BUT SHE'S NOT HUMAN,  
BARNEY!... SHE'S A  
FRIEND OF MINE!

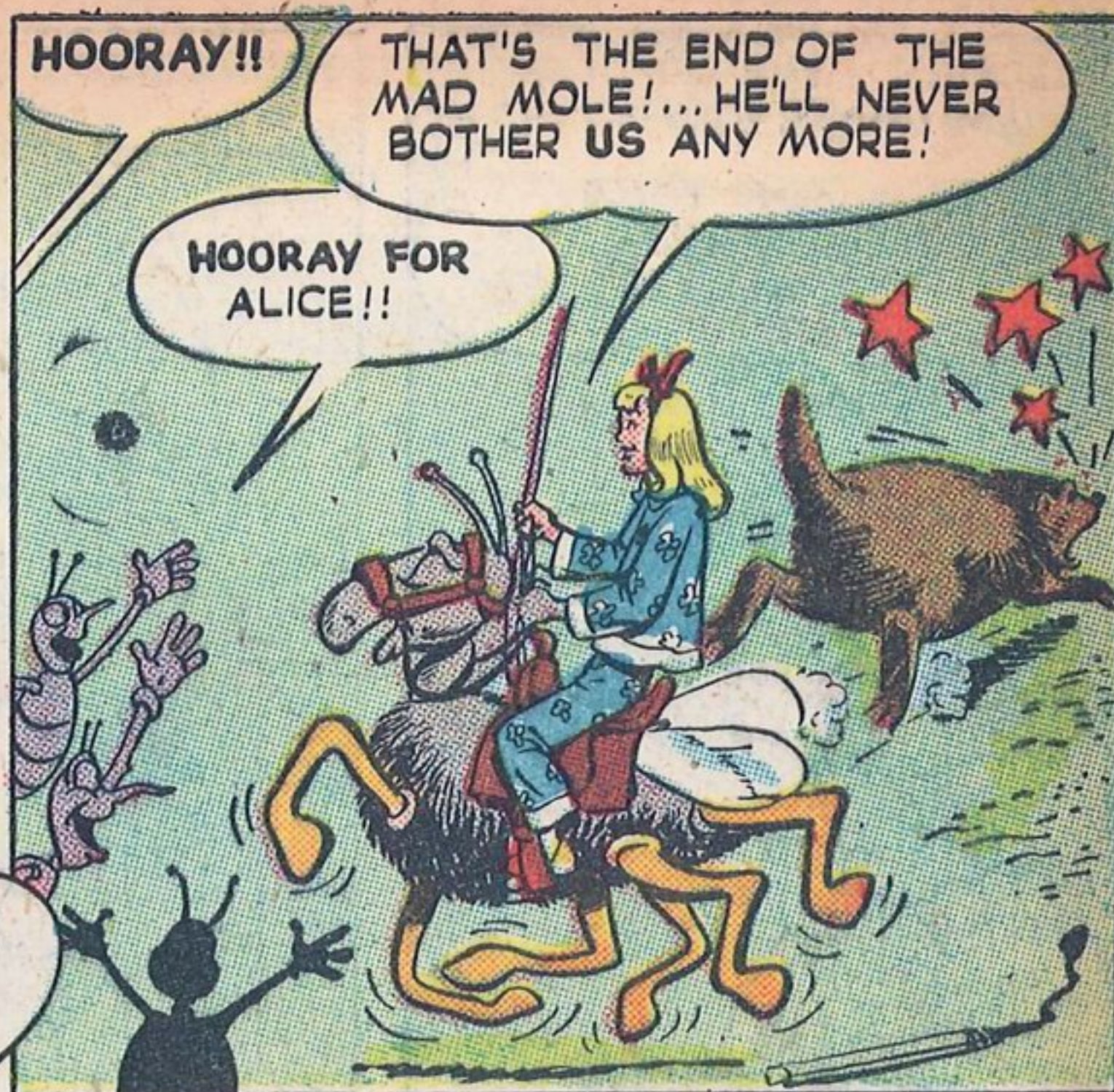
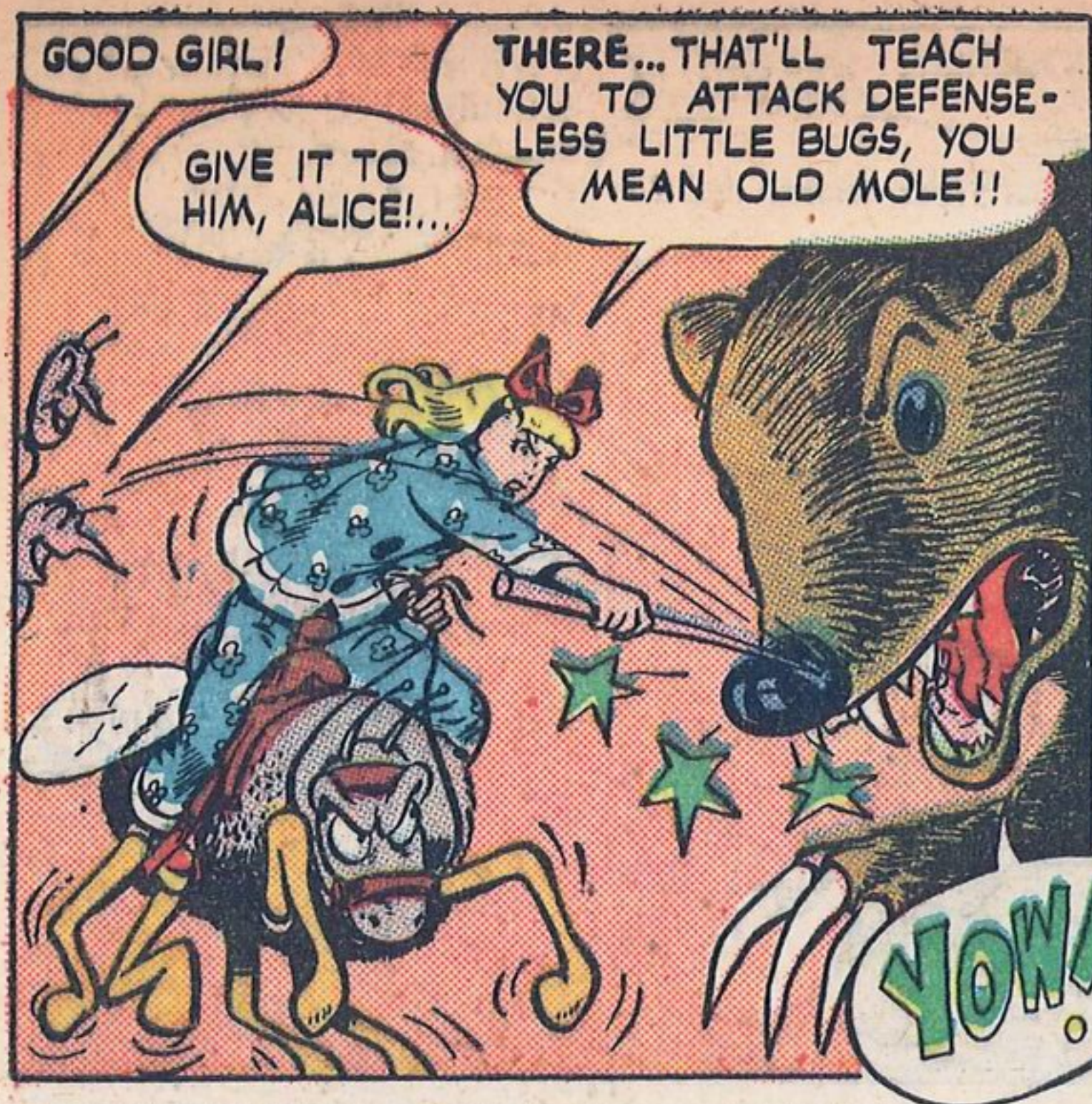
I KNOW FOR A FACT  
THAT HER MOTHER IS  
AN AUNT!

THAT AIN'T GOOD ENOUGH!  
YOU GOT TO BE BUGS  
ON BOTH SIDES OF  
THE FAMILY!!

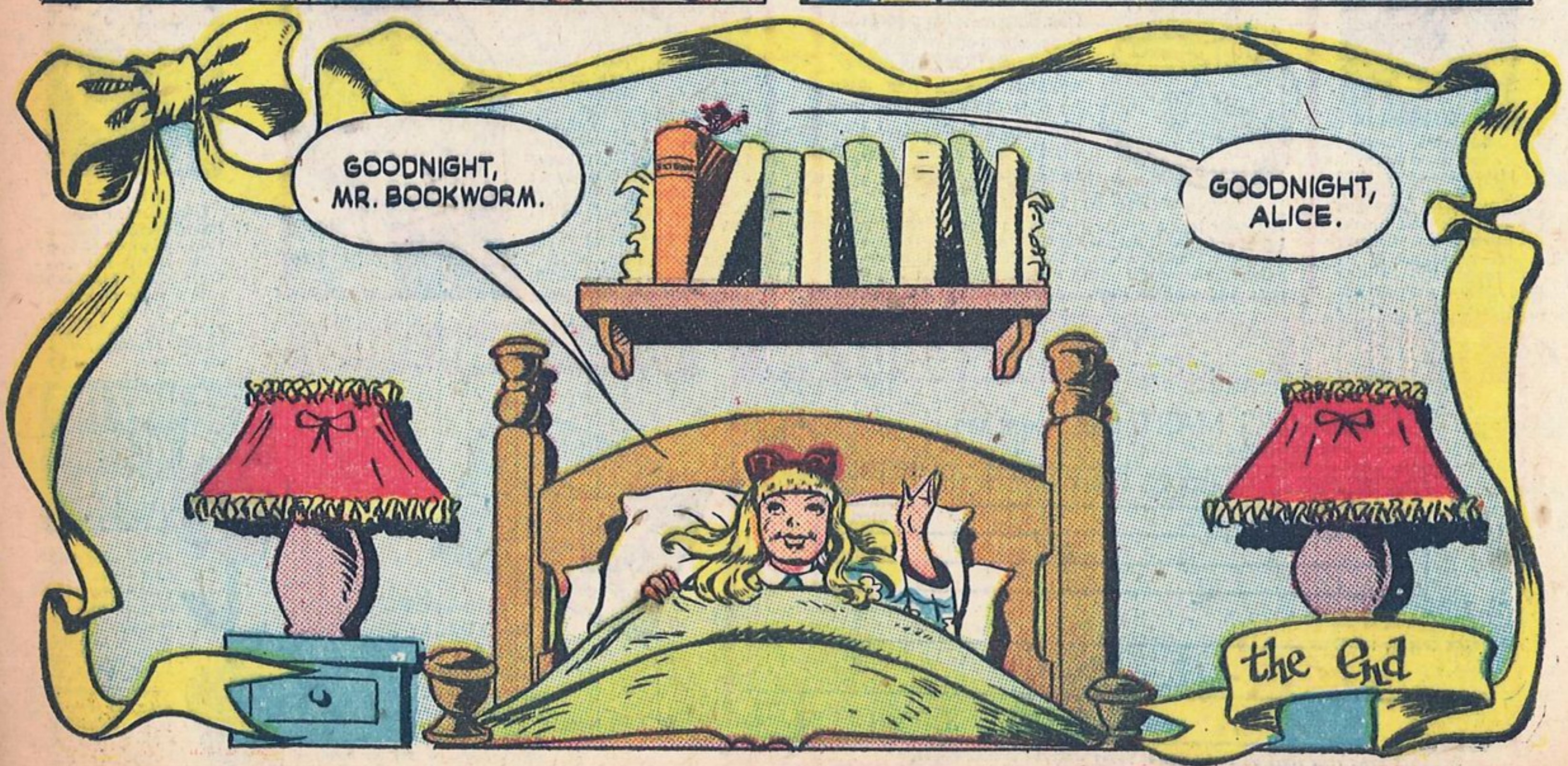














# WE GUARANTEE TO SAVE YOU MONEY!

YOUR MONEY BACK QUICK IF YOU CAN BUY FOR LESS ELSEWHERE



**The Ritz**  
Large 1 Karat Stone — real sparkle! Very low priced for quick sales. Refined, impressive, smooth. Men — get this handsome ring now! Bargain! ..... 1.98



**The Champion**  
Super Special Quality — a sure winner! Amazing! Real massive, manly! Solid Gold Color effect. Big pseudo Diamond in centre flanked by 2 others ..... 4.95



**Commando "5"**  
3 big, impressive Pseudo Diamonds of fiery brilliancy. Extra-heavy weight, natural Gold color, with \$750.00 appearance. Manly! Commands respect! 3.55



**"SUCCESS" STYLE**  
Heavy Ring for Men To men who succeed in everything, we offer this distinguished Pseudo Diamond and Ruby Ring. Massive! The "big boss" style that thrills the ladies. Rich gold plating. Only ..... 2.99



**ROYALTY RING**  
for smart men  
Magnificent simulation of a solid gold ring with centre ruby and diamonds that looks like a fortune! Observe the perfection of its "royal" design — the last word in masculine styling. Only ... 3.48



## BIG, POWERFUL SUPER FIELD GLASS

NOW you can own and enjoy Rocket's most POWERFUL and very BEST FIELD GLASS at a special LOW PRICE! Well made of rugged metals and has specially ground magnification lenses. Such TERRIFIC POWER you won't believe your eyes! Get an intimate view of nature ... the sky at night ... the birds, mountains, etc.

### GO PLACES AND SEE THINGS!

Get a close-up of that neck-to-neck finish at the races, the flashing uppercut of the boxer, the quick pass down the football field, seashore scenes, etc. See what your neighbors are doing without being seen!  
Special SALE price, only ..... 2.94

## Ladies' SPORTEX Watch

**Special!**

A sturdy, accurate watch with special jewel movement. Ideal for active women and girls, nurses, teachers, sportswomen, typists, housewives, etc. Case is dainty yet so sturdy! Has luminous hands and numbers for night reading. So feminine and petite, yet so accurate too! 10-DAY MONEY BACK Guarantee and conditional free service certificate. Bargain price ..... 7.97



## "ETERNAL LOVE" Engagement and Wedding Ring Set



Something special and very pretty! Imagine—12 sparkling Pseudo Diamonds, imported from Europe, set in a gorgeous Engagement and Wedding Ring Set! ... NATURAL GOLD color, exquisite design. Your price for both—4.89. Yet they look like \$750.00 and more! They sparkle a thousand rays of light! Enjoy a LIFETIME!

### TRY AT OUR RISK!

You can't lose a penny. Try this gorgeous ETERNAL LOVE set at our risk. If not satisfied, we will return the price at once. Don't delay. Order a set today. Don't lose this opportunity. Remember—BOTH rings are yours for only 4.89. MAIL THE COUPON NOW.

## FREE 10 DAY TRIAL AT HOME

Pictures and words can't do justice to the wonderful quality of our merchandise. So we allow you 10 whole days to see, try, enjoy any article — right in your own home — without risk! FULL PRICE BACK QUICK if not thrilled! Write desired articles in coupon and rush at once! Pay price, plus postage, on delivery. Enjoy 10 days at OUR risk! It pays to deal with this reliable company.

## 2 IN 1 CASE & CIGARET LIGHTER

Slip your whole pack into this sleek, handsome, combination case and built-in, Sure-Fire Lighter. No more fumbling around for cigarettes or matches! Bargain price ..... 1.94



## SHOCK RESIST WATCH FOR ACTIVE MEN



**BANG IT! DROP IT! THROW IT!**

The special, patented PROTEKT-O-BALANCE feature every active man and boy has waited for. Now you can DROP IT, BANG IT, HIT IT and never worry. UNLIMITED GUARANTEE EXCLUSIVE OF PARTS — You never pay one red cent for skilled labor costs! Accurate Swiss jewel movement! Red Sweep Second Hand! Numerals glow at night. Rich looking silver color case. Unbreakable crystal. Modern design! Supply limited due to international crisis. Get yours NOW while you can. Special price ..... 7.97

NOW **7.97**



**Double Cluster**  
Enchanting ring for smart ladies. 20 small Pseudo Diamonds imported from Europe are hand set in twin clusters. Very feminine ... dainty ... refined! Only ... 2.94



**Loyale Wedding Set**  
10 glistening brilliants to resemble diamonds featured in Loyale Wedding Ring set. Gorgeous gold color ... fashionable! Compare! Both rings ..... 2.94



**Royal Peacock**  
15 Rhinestones in blazing rainbow hues: Ruby-red, Emerald-green, Sapphire-blue and Diamond-white colors. Exquisitely designed, so dainty! .... 1.98



**BIRTH MONTH**  
Ring for Ladies  
Outstanding value! Glamorous simulation of your very own BIRTH STONE surrounded with sparkling DIAMONDS in rich gold color effect. A ring of thrilling beauty. Mention birth month when ordering ..... 1.91



**"SUBLIME"**  
Engagement Ring  
Heavy Weight! Beautiful NATURAL GOLD color effect. Has one big PSEUDO DIAMOND with 4 more on sides. Rich "princess" design. Very smart and wealthy looking. Amazing value ..... 2.97

## Men's INITIAL Ring



Your own INITIAL in Raised Gold color effect firmly set on a BLOOD-RED stone. Flanked by 2 sparkling Pseudo DIAMONDS imported from Europe. Ring made in 14 Karat Rolled Gold plate, very fashionably designed, rich in appearance.  
**WEAR IT WITH PRIDE!**  
Enjoy a lifetime ... it's so handsomely masculine ... so distinctive! Mention letter desired and send strip of paper for size. Bargain price ..... 2.97

## "THE ELDORADO" Men's Distinctive Watch

"ELDORADO" — the watch for active men — last word in smart styling! Sparkling Pseudo Diamonds and Rubies set around the dial. Solid Gold color effect, chromed back. Unbreakable crystal. Luminous hands. Large Sweep-Second hand. Rugged case, built to take the "golf." Imported Swiss movement gives dependable service. UNLIMITED GUARANTEE EXCLUSIVE OF PARTS — never a penny for skilled labor cost! Formerly 24.95. Special SALE PRICE, only 9.99.



NOW **9.99**

## Tear out and mail this COUPON

CONSUMERS MART, Dept. 100 E 300  
131 West 33rd Street, New York 1, N. Y.

Write articles desired on lines below. Pay price shown plus a few cents postage and excise tax on delivery. THEN TRY 10 DAYS FREE! You take no risk—FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!

NAME OF ARTICLE DESIRED	PRICE

NAME (Please print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_

PLEASE! Send ring sizes on thin strip of paper wrapped around finger.

## PRICES SMASHED!



**Broadway**  
Fine LUXURY Design  
ULTRA - SMART! A quality, massive ring for men in rolled gold plate 2 1-karat Pseudo Diamonds sparkle with a thousand rays of light. 3.88



**AMAZING WEATHER "ROSE"**  
Place near window — see color changes like magic! RED allegedly indicates rain, storms; BLUE — fair and sunny; PURPLE — changes coming! Amazes everyone! Beautiful, decorative. Flower pot given. 9¢

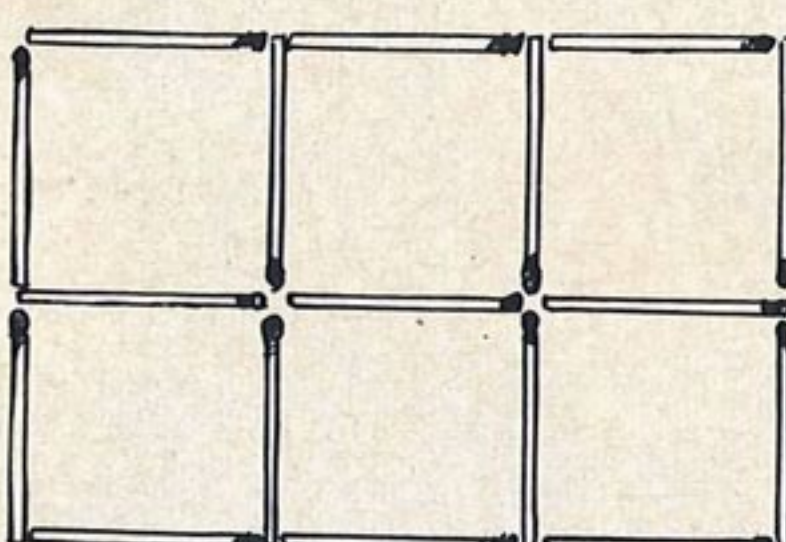




# Alice in Puzzleland

Davy Berg

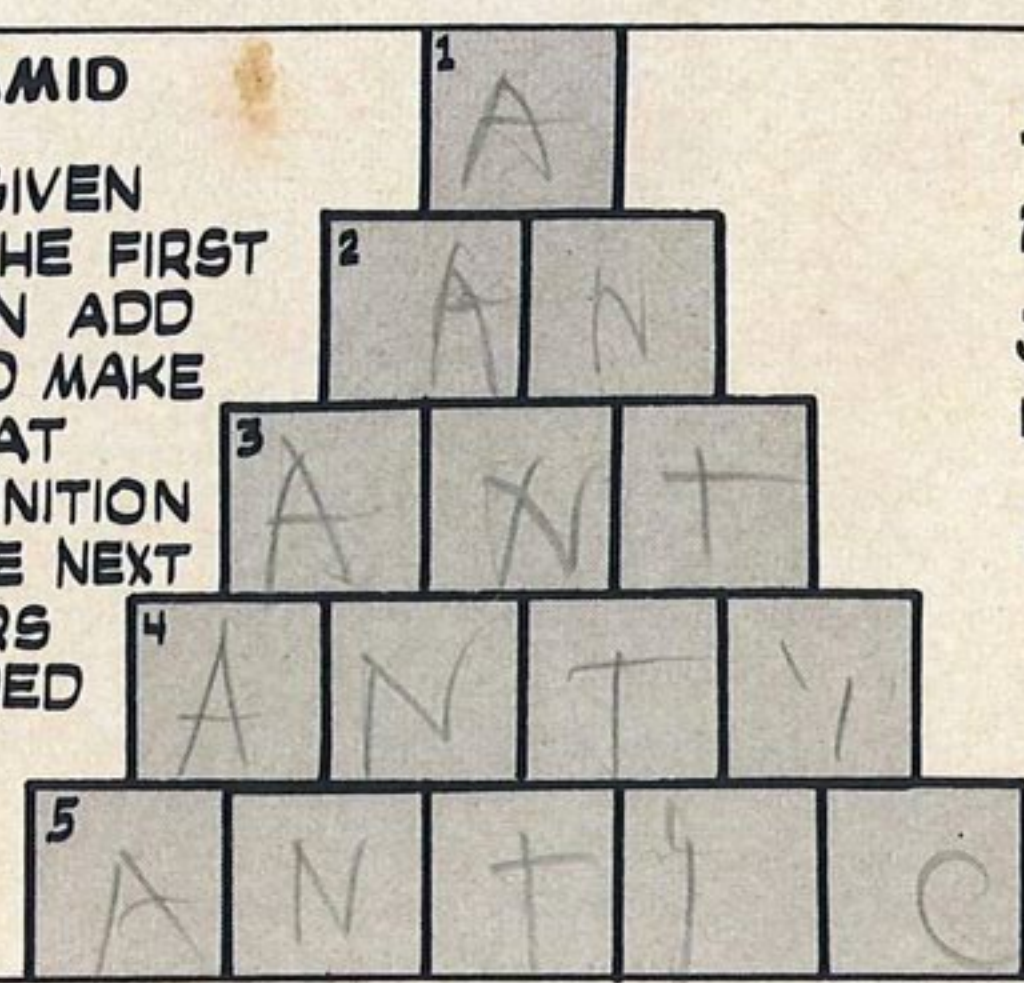
ARRANGE 17 BURNT MATCH STICKS ON THE TABLE SO AS TO FORM 6 SQUARES AS SHOWN IN THE PICTURE, AND THEN TAKE AWAY 6 STICKS SO AS TO LEAVE ONLY 2 SQUARES REMAINING.



ANSWER BELOW

## WORD PYRAMID

WRITE THE GIVEN LETTER IN THE FIRST SQUARE. THEN ADD A LETTER TO MAKE A WORD THAT FITS THE DEFINITION GIVEN FOR THE NEXT ROW. LETTERS CAN BE ADDED AT EITHER END.



- 1 - A
- 2 - ONE
- 3 - INSECT
- 4 - AGAINST
- 5 - STUNT

ANSWERS BELOW

THERE'S AN ANIMAL HIDING BEHIND THESE NUMBERS. CONNECT 1 AND 2 WITH A PENCIL THEN 3 AND 4 AND SO ON.

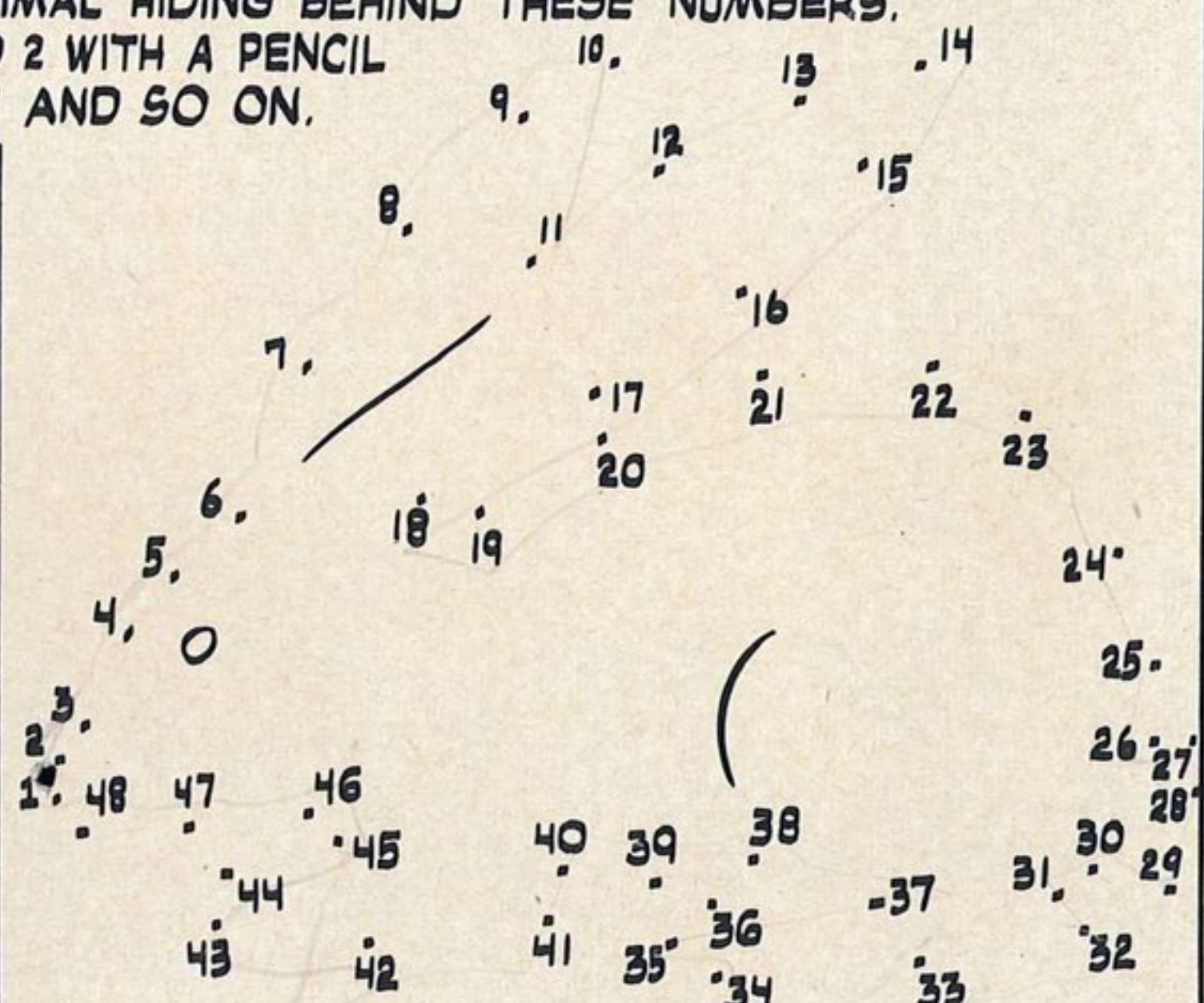


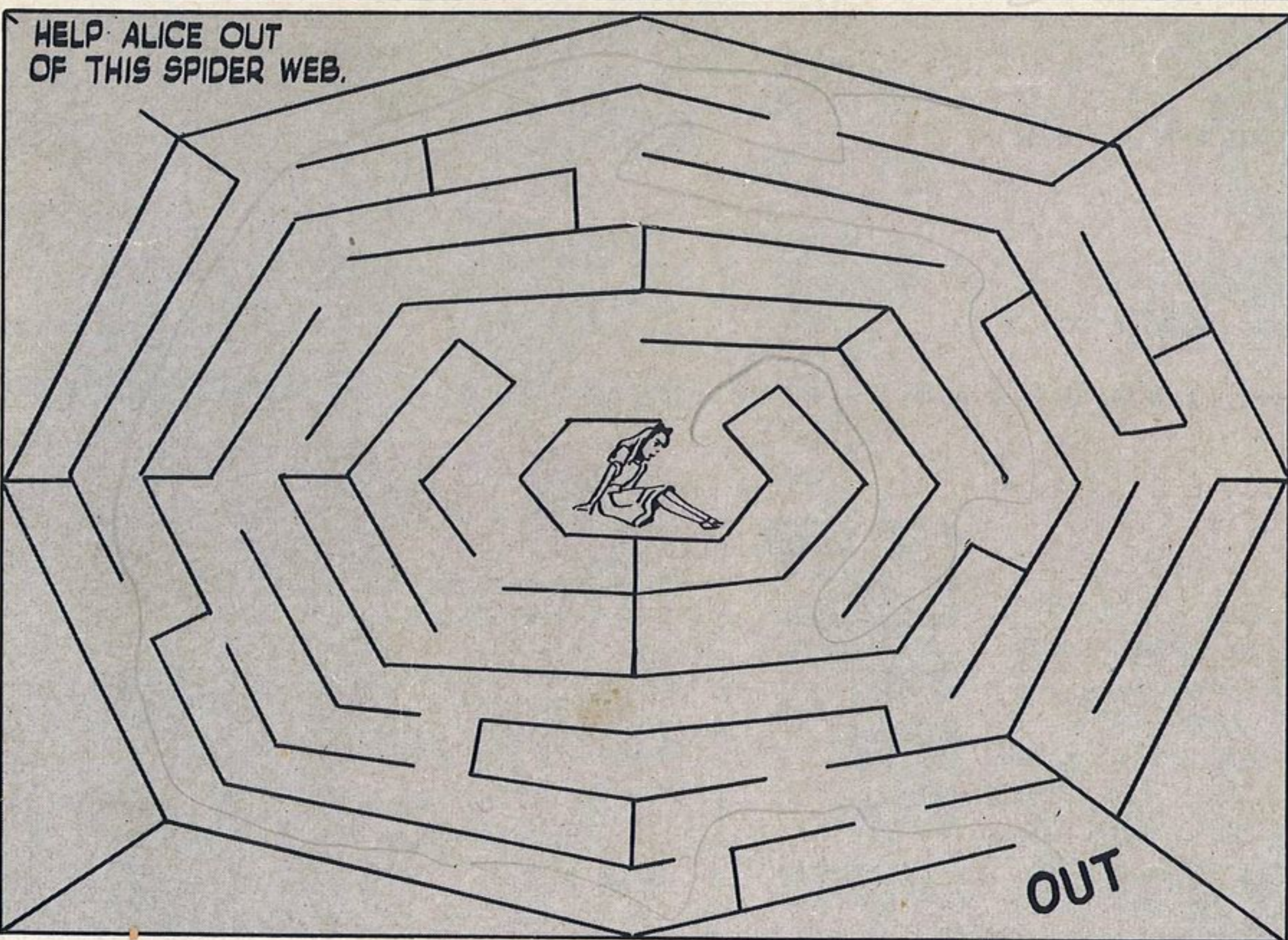
Illustration of a glass of juice, a fence, and an ant.

+ R =

Diagram showing the word GRACE in a 5-letter box.

ANSWER BELOW

HELP ALICE OUT OF THIS SPIDER WEB.



### RIDDLE

IF A DOG WEIGHS 60 POUNDS WHEN HE STANDS ON THREE LEGS, HOW MUCH DOES HE WEIGH WHEN HE STANDS ON FOUR LEGS.

ANSWER BELOW

### ANSWERS

THE SAME

GRACE

ANTIC  
ANTI  
ANT  
AN  
A



# NEW! MAGIC PANEL FEATURE SLIMS LIKE MAGIC! LOOK SLIMMER, MORE YOUTHFUL **REDUCE**



You will look like and feel like this beautiful model in your new and improved cool—light weight FIGURE-ADJUSTER.

## YOUR APPEARANCE!

THE FIGURE-ADJUSTER MUST BE THE BEST GIRDLE YOU EVER WORE . . . YOU MUST FEEL MORE COMFORTABLE, and you MUST look and feel younger . . . Your shape MUST be noticeably improved or you get every cent back at once!

No matter how many other girdles you have tried, you can be sure: NO OTHER GIRDLE CAN DO FOR YOU MORE THAN THE FIGURE-ADJUSTER! No other girdle or supporter belt offers you more BELLY CONTROL, BULGE control, HOLD-IN and STAY-UP power . . . safely, scientifically. No other girdle can begin to approach the miracle-working FIGURE-ADJUSTER feature! Figure-Adjuster is LIGHT in weight (ideal for WARM weather) yet powerfully strong! Figure-Adjuster allows AIR to circulate through it, ABSORBS perspiration, is made by the most skilled craftsmen, and allows you to ADJUST it to just the right amount of BULGE-CONTROL you like and NEED for an IMPROVED FIGURE!

**MAGIC PANEL CONTROL:** No laces show when you wear a SLIMMING Figure-Adjuster. The control you get is completely COMFORTABLE . . . and GUARANTEES healthful, lasting support. Its satin TUMMY PANEL laces right up to meet the bra—NO MIDRIFF BULGE! LIFTS and FLATTENS the tummy, SLIMS down the waist, TRIMS the hips and eliminates the "SPARE TIRE" waistline roll! The magic ADJUSTABLE, slimming, easily controlled panel is scientifically designed and is the result of testing different kinds of panels on thousands of women! Figure-Adjuster creates the "BALANCED PRESSURE" that gives each bulge the exact amount of RESTRAINT it requires. It gives you the right amount of SUPPORT where YOU need it MOST! Let Figure-Adjuster give you MORE figure control . . . for more of your figure . . . let it give you a more BEAUTIFUL FIGURE . . . the slimmer, trimmer figure that INVITES romance. You ACTUALLY APPEAR SLIMMER AT ONCE WITH THE MAGIC PANEL control of Figure-Adjuster. Colors nude, blue or white. Sizes 24 inch waist to 48, only \$4.98.

### MAKE THIS TEST WITH YOUR OWN HANDS!

Clasp your hands over your ABDOMEN, press upwards and in gently but FIRMLY. You feel better, don't you! That's just what the UP-LIFT adjustable FIGURE-ADJUSTER does for you, only the FIGURE-ADJUSTER does it better. MAIL COUPON AND TEST IT AT HOME FOR 10 days FREE at our expense! NO OTHER GIRDLE AT ANY PRICE CAN GIVE YOU BETTER SUPPORT, can make you look better, feel better or appear slimmer and younger! Sizes 24 to 48 waist.

## 100% MONEY-BACK GUARANTEE!

Test the Figure-Adjuster at home for ten days FREE at our expense! It's sent on approval! It must do all we claim for it or return it after ten days and we'll send your money right back. We take all the risk . . . that's because we know that even though you may have tried many others you haven't tried the BEST until you have tried a FIGURE-ADJUSTER! MAIL COUPON NOW!

**Guaranteed to Delight or Your Money Back . . . 10-DAY FREE TRIAL!**



TRULY SENSATIONAL AT

**\$4.98**

**NOW** formerly \$6.50

**TRIM UNWANTED INCHES OFF YOUR MIDRIFF.**

waist and hips with real breathe-easy comfort. New scientific construction whittles away rolls and bulges . . . slimming, easy-to-adjust rayon satin tummy panel laces right up to your bra. In powerful elastic. White, light blue or nude. Small (25"-26"), Medium (27"-28"), Large (29"-30"), Extra Large (31"-32"), Also "PLUS" SIZES for the fuller figure, XX (33"-35"), XXX (36"-38"), XXXX (39"-40"), XXXXX (41"-44"), 6X (45"-48").

### WHY DIET? TRY IT!

- TAKES INCHES OFF TUMMY!
- RAISES ABDOMEN AND KEEPS IT IN!
- LIKE MAGIC IT BRINGS IN WAIST
- MAKES SPREADING HIPLINES CONFORM TO FIRM BEAUTY
- SMOOTHES AND SLIMS THIGHS
- MAKES YOUR CLOTHES FIT BEAUTIFULLY

**FREE!**

"SECRETS OF LOVELINESS" booklet tells how to take advantage of correct choice of clothes, proper use of make-up and other secrets to help you look years younger, pounds and inches slimmer, will be included FREE with your order.

**For Your Figure's Sake MAIL THIS COUPON NOW!**

**SEND NO MONEY**

FIGURE-ADJUSTER CO., DEPT. 187

318 Market Street, Newark, New Jersey

Yes! Please rush "FIGURE-ADJUSTER" on approval. If not delighted I may return girdle within 10 days.

☐ I will pay postman \$4.98 plus postage.

☐ I enclose \$5.00, cash, check or money order, send postage prepaid. (I save up to 75c postage.)

Color.....2nd color choice.....

Size.....Panty Girdle.....Girdle.....

Name.....

Address.....

City.....Zone.....State.....

Please PRINT carefully. BE SURE TO GIVE YOUR SIZE